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THE NEWSWEEKLY OF THE FIFTH ESTATE

Broadcasting Nov 1

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52d Year 1982

Vol. 103 □ No. 29

Broadcasting Nov 1

Investment firm buys KTLA for $245 million □ Networks prepare for election night and November sweeps □ Cable gathers in Atlantic City

CHANGING HANDS: $245 MILLION □ Record station-trading transaction has Gene Autry, investment firm and Signal Companies in principal roles. **PAGE 23.**

BLANK QUITTING □ CBS vice president, chief economist and offstage influence in company for quarter century, will take early retirement, apparently because of differences with Wyman. **PAGE 24.**

TWO BIRDS FOR STC □ To accommodate DBS satellite operations of its subsidiary, Comsat signs $113-million contract with RCA. **PAGE 24.**

MINORITY OWNERSHIP □ FCC's Fowler promises to get tough with stations that violate rules, sees reformed tax code and management training as levers for entry into ownership ranks. **PAGE 25.**

TAKING ITS CASE TO AFFILIATES □ CBS-TV closed circuit explanation of opposition to FCC's financial-interest and network-syndication rules. **PAGE 26.**

RAB's HEAD HUNT □ Executive committee discards idea of two executive vice presidents. Instead, it authorizes hiring of president and chief operating officer to serve under Vice Chairman David. **PAGE 27.**

DELAY-OF-SEASON PENALTIES □ Gloom deepens at networks and stations as NFL strike starts translating into irretrievable programing and revenue losses. **PAGE 27.**

NETWORK VIEWING DECLINES □ Ratings for first four weeks of new season reflect 2.2% drop in homes tuned in. **PAGE 28.**

ABC PROFITS UP 4% □ Goldenson and Rule report record in third quarter is largely attributable to TV network and stations performances. **PAGE 29.**

ELECTION DAY '82 □ Electronic media mobilize army of news personnel and banks of equipment for tomorrow's challenging assignment. **PAGE 38.**

PROTECTING ELECTRONIC NOTES □ Florida broadcasters and NAB back Fort Myers stations fight to shield film outtakes. **PAGE 40.**

NBC SCORES AGAIN □ Last two games of World Series enable network to edge out CBS in latest prime time ratings. **PAGE 42.**

M STREET BLUES □ FCC, operating at Washington location under one-month extension, is unhappy about GSA's proposal to ship it down river to Alexandria, Va. **PAGE 44.**

CABLE JACKPOT IN ATLANTIC CITY □ First Atlantic Cable Show draws more than 1,300; exhibitors report good volume. **PAGE 52.** Pioneer Irving Kahn's keynoter is warning against complacency. **PAGE 52.**

MDS PRIORITIES □ Operators' convention in Washington wrestles with signal-pirating problems and delegates are urged to lobby for changes in ITFS allocations. **PAGE 59.**

HEY, LOOK ME OVER □ TVB tells analysts they underestimated television revenues in 1982 and says figures for 1983 will be even healthier. Presentation includes some pooh-poohing of cable's claims. **PAGE 63.**

RUNNING HARD FOR DAYLIGHT □ As president of Cox Cable, Robert Wright has limited tolerance of low-margin businesses. That's one reason he maintains "hyper and frantic" pace to expand company's horizons. **PAGE 87.**

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missioners and I strongly believe that the changed circumstances place the matter in a new perspective. The result is that the FCC should remain at its present location and cancel the request for consolidation," Fowler said.

GSA then notified the appropriate congressional committees that unless it heard otherwise, it would cancel the solicitation responsible for the Hoffman-Center bid (BROADCASTING, Aug. 23).

The Hoffman Co., the Alexandria-based builders and real estate developers that submitted the winning bid, caught wind of the scheme and protested on the Hill. "We felt we'd acted in good faith and met the criteria; we couldn't understand why the FCC wouldn't want to move out here," said Tom Embrey, Hoffman executive vice president.

Congress responded. Senator Ted Stevens (R-Alaska), majority whip, member of the Senate Commerce Committee and chairman of the subcommittee with GSA oversight, and Representative Paul Trible (R-Va.), requested further information on the economic impact of canceling the proposed move.

Although they both made their requests in August, a GSA spokesman said the agency doesn't plan to send over the requested cost information until after the elections Nov. 2.

The building proposed by the Hoffman Co. currently doesn't exist. Nonetheless, Embrey said the company would be able to erect the proposed 14-story headquarters within 16 months of the time it received the word to go ahead.

A GSA spokesman said that if the agency decides to move the FCC to Alexandria, it could continue to house the commission at its current headquarters for however long it took to erect the new building. □

Cable employment. The percentage of minorities—and the percentage of females—employed by cable operators rose slightly in 1981, according to FCC statistics. In 1981, cable operators (those with five or more employes are required to file Equal Employment Opportunity reports) employed a total of 40,393 persons, 13.9% of them minorities and 33.3% female. In 1980, cable operators employed a total of 30,630 persons, 12.8% of them minorities and 32.4% female.

Moreover, the statistics show, minorities in 1981 filled 11.2% of the upper-four job categories (while they filled 10.4% in 1980), and females filled 15.3% of the upper-four job categories in 1981 (while they filled 13.9% in 1980). The statistics also show that minorities held 6.7% of official and manager positions; 9.9% of professional jobs; 13.4% of technician positions; 14.2% of sales jobs, and 15.7% of office and clerical posts. Females held 26.6% of the positions for officials and managers; 25.4% for professionals; 3.6% for technicians; 29.6% for sales, and 92.3% for office and clerical.

Overall employment by cable systems

	Full time employes		% of employes	
	1980	1981	1980	1981
White male	18,059	23,257	59.0	57.6
White female	8,643	11,512	28.2	28.5
Minority male	2,656	3,675	8.7	9.1
Minority female	1,272	1,949	4.1	4.8
Total	30,630	40,393	100.0	100.0

Overall employment by MSO headquarters

	Full time employes		% of employes	
	1980	1981	1980	1981
White male	1,417	2,474	46.9	49.9
White female	1,189	1,792	39.3	36.3
Minority male	209	345	6.9	6.9
Minority female	209	347	6.9	6.9
Total	3,024	4,958	100.0	100.0

Justice-Bell settlement is appealed

Maryland and North American Telephone Association protest order by Judge Harold Greene

The settlement of the Justice Department's antitrust suit against AT&T, as approved by a U.S. district judge, will not escape further judicial review. Three states, the North American Telephone Association and two private firms last week appealed the order of Judge Harold Greene. The appeals were filed in the U.S. Court of Appeals in Washington.

The settlement, which was designed to end a case brought by the Department of Justice eight years ago, requires the divestiture of AT&T's 22 local operating companies, which account for two-thirds of the company's $120 billion in assets. But it also eliminates the restrictions of a 1956 decree that prevented AT&T from entering new areas, such as computer services.

Maryland, Virginia and Tennessee are the states appealing Greene's order. They have contended that implementation of the decree will involve actions—the spin-off of the local companies—that cannot be accomplished without approval of state regulators.

The settlement was announced by the Justice Department and AT&T on Jan. 8 and approved by Greene on Aug. 24, after a lengthy process of public comment and court hearings. Greene's approval was conditioned on several changes. Among other things, he said the local telephone companies should be permitted to market terminal equipment.

That provision of the final decree is the basis of the NATA appeal. Albert H. Kramer, counsel for the trade association that is composed of manufacturers of telephone equipment, noted that it had consistently objected to a provision allowing the local companies to market telephones and other customer premises equipment. "They'll use local exchange facilities to cross-subsidize the sale of CPE," he said, "and engage in the same discriminatory conduct with regard to competitors" as they had in the past.

One of the private companies that filed an appeal is Telephonic Equipment Corp., of Irvine, Calif. Its complaint involves what it considers the lack of provisions to aid private parties in recovering damages. Jack Faucett Associates, of Chevy Chase, Md., an economic consulting firm, was the other private firm filing an appeal. Faucett represents a class of terminal equipment manufacturers that are suing AT&T on antitrust grounds, and will contend that the settlement, which modifies the 1956 decree, should be filed in the 1974 case. If it were, Lisa Gek, counsel for Faucett, said, private litigants could use the findings in their suit against AT&T.

AT&T, meanwhile, is proceeding with its divestiture plan, as provided for in the settlement. And the planning will continue unless the appeals court stays Greene's order. The deadline is Feb. 24, but AT&T Chairman Charles Brown has said the company would attempt to file the plan sooner, perhaps by next month. Parts of the plan have already been submitted. Brown last week said he hopes divestiture can be implemented by Jan. 1, 1984, which would be ahead of an 18-month deadline. □

Summers points out problems with FCC deregulation

NAB executive says lack of commission direction in technical areas is hurting public as well as industry

National Association of Broadcasters executive vice president and general manager, John Summers, warned last week that although the FCC's deregulatory trend presents a "rosy picture for broadcasters," there is a "downside."

Summers spoke at the Colorado State University's Broadcast Day in Denver. He told students there that the "downside" of the marketplace approach taken by the

- WJFD-FM (97.3 mhz) New Bedford, Mass.—Seeks ammendment to change TL; change HAAT to 500 ft.; change type trans. and make changes in ant. sys. Ann. Oct. 22.

- WRRH (88.7 mhz) Franklin Lakes, N.J.—Seeks CP to change ERP 100 W; change HAAT to plus 254 ft.; change ant. sys. and change coordinates. Ann. Oct. 22.

Accepted

- WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Seeks modification of CP (BPH-820323AJ) to make changes in ant. sys. Ann. Oct. 21.

- * WPNR-FM (90.7 mhz) Utica, N.Y.—Seeks CP to make changes in ant. sys.; change type trans.; increase ERP to 527 W (H); increase HAAT to -150 ft. (H) and change TPO. Ann. Oct. 21.

- WRKM-FM (102.3 mhz) Carthage, Tenn.—Seeks Modification of CP (BPH-810622BA) to change type trans.; change type ant.; increase ERP to 1.9 kw; (H&V); decrease HAAT to 364 ft. and change TPO. Ann. Oct. 21.

- KBIQ (105.3 mhz) Edmonds, Wash.—Seeks CP to change type trans.; change type ant.; correct geographical coordinates. Ann. Oct. 21.

TV applications

Tendered

- KOTI (ch. 2) Klamath Falls, Ore.—Seeks CP to change ERP 35.5 kw vis., 3.55 kw aur.; change HAAT to 2,185 ft.; change TL. Ann. Oct. 21.

Accepted

- WMCF-TV (ch. 45) Montgomery, Ala.—Seeks MP (BPCT-800826KF) to change ERP to 3,100 kw vis., 570 kw aur.; change TL and HAAT to 632 ft. (Pending Grant of assignment of license BAPCT-820809HN filed by Life Anew Ministries Inc.). Ann. Oct. 2.

- KCBR (ch. 17) Des Moines, Iowa—Seeks MP (BPCT-790727KE) to change ERP to 3,100 kw vis., 3, 11 kw aur., and change HAAT to 1,516 Ft. Ann. Oct. 22.

- WENH-TV (ch. 11) Durham, N.H.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur.; change trans.: and make changes to ant. sys. Ann. Oct. 22.

AM actions

- KKBB (1090 khz) Aurora, Colo.—Granted MP to modify N Antenna stand and radiation pattern. Action Oct. 7.

- KKBB (1090 khz) Aurora, Colo.—Granted MP of CP to modify D dir. ant. pattern augmentation. Action Oct. 7.

- KUPI (980 khz) Idaho Falls, Idaho—Granted CP to change city of license to Ammon, Idaho; change hours of operation to U by adding 1 kw-N; increase D power to 5 U KW; install DA-2, and make changes in ant. sys. Action Oct. 8.

- WIDS (1190 khz) Russell Springs, Ky.—Granted MP (BP820301AY) to change from directional to nondirectional operation. Action Oct. 8.

- WNOE (1060 khz) New Orleans, La.—Granted CP to augment N standard pattern. Action Oct. 13.

- WEBB (1360 khz) Baltimore,—Granted MP of CP (BP-820414AB) to furnish new set of antenna parameters. Action Oct. 14.

- KBHB (810 khz) Sturgis, S.D.—Granted CP to increase D power from 5 kw to 25 kw. Action Sept. 7.

- WMJT (1330 khz) Mt. Juliet, Tenn.—Granted modificaton of CP (BP-790827AI) to specify geog. coord. Action Oct. 18.

- KTXZ (1560 khz) West Lake Hills, Tex.—Granted MP (BP-800116AD) to augment D and N pattern. Action Oct. 15.

FM actions

- * WCBU (89.9 mhz) Peoria, Ill.—Granted CP to change from DA to non-DA and increase HAAT to 652.8 ft. Action Oct. 8.

- KSLS (101.5 mhz) Liberal, Kan.—Granted CP showing proposed operation on frequency of 101.5 mhz; change TL; change type ant.; increase ERP to 100 kw; increase HAAT to 536.7 ft. and change TPO. Action Sept. 15.

- WELK (95.3 mhz) Elkins, W.Va.—Granted modification of CP (BPH-810825AE) to increase HAAT to 24 ft. Action Oct. 12.

- WCWV (92.9 mhz) Summersville, W.Va.—Granted modification of CP (BPH-781101AF as mod.) to change TL; decrease ERP to 10.95 kw; increase HAAT to 900 ft. and change TPO. Action Oct. 12.

In contest

Procedural rulings

- Everett, Wash. **TV proceeding** (Oak Television of Everett Inc., et al.) ALJ Joseph Chachkin granted petition by Oak for leave to amend to reflect sale by Oak Industries Inc. of a cable system serving Castro Valley, Calif.; granted petition by Channel 16 Inc. for leave to amend to reflect that John H. and Mary Ann Marple transfer their 98% of stock of KRKO Everett, to Melvin Squyres and Dexter Taylor (BC Doc. 81-456-9). Action Oct. 7.

- Manchester, Vt. **FM proceeding** (Northshire Communications Inc. and North Country Communications Inc.) ALJ John H. Conlin granted joint request and approved settlement agreement; authorized reimbursement in amount of $3,012.85 to North Country and dismissed its application; authorized reimbursement in amount of $2,500 to Radio St. Albans Inc.; granted Northshire's application; terminated proceeding (BC Doc. 82-465-6). Action Oct. 14.

FCC actions

- FCC affirmed Common Carrier Bureau's dismissal of application by Tel-Page Corp. for additiönal two-way radio channel for mobile telephone service at Rochester, N.Y. Action Oct. 13.

- Broadcast Bureau admonished Cismek Corp., licensee of KFLZ(FM) Bishop, Tex., for unfair business practices which benefitted concerts the station promoted in 1981 and 1982 and for conduct that could have the effect of discouraging public resort to FCC's processes. Action Oct. 19.

- FCC denied MIA Broadcasting Corp. review of Review Board action upholding ALJ Luton's decision dismissing MIA's application and granting that of Sco-Kim Inc., for new FM at Tallulah, La. Action Oct. 21.

- FCC Denied petition by Simon Geller for reconsideration of decision released June 15, 1982, in which FCC denied Geller's renewal application of WVCA-FM Glouchester, Mass., and granted application of Grandbanke Corp. for CP for new FM on same frequency. Action Oct. 21.

- FCC denied application by Church Faith is the Victory for review of Broadcast Bureau hearing designation order in Bayamon, P.R., comparative TV proceeding. Action Oct. 21.

- FCC denied requests for stay of May 20 FCC action granting applications for four Charleston, S.C., TV stations to move their transmitters to common location atop 2000 foot tower. Action Oct. 21.

Cable

- Dearborn, Mich.—Cable TV Bureau granted petition for special relief for 5% franchise fee, filed Nov. 3, 1981, on behalf of City of Dearborn, Mich. Action Oct. 16.

Other

- Office of Science and Technology has issued report titled "Options for Relief of Interference to TV Channel 6 from Educational FM Broadcast Stations". Report describes results of laboratory testing of various proposed methods to reduce or eliminate interference to Ch. 6 reception from educational FM stations. Limited copies are available from Office of Public Affairs, Room 207, 1919 M Street, N.W., Washington, D.C. 20554.

Call letters

Applications

Call	*Sought by*
	New AM
WXKY	Cory Communications Inc., Milan, Tenn.
	New FM's
KRFM	KBW Associates Inc., Show Low, Ariz.
WGRB	Green River Broadcasting Inc., Campbellsville, Ky.
	Existing AM
WUSW	WDKA Cross City, Fla.
	Existing FM's
KEWW-FM	KQIX Grand Junction, Colo.
KLFQ	KKAT Lyons, Kan.
	Existing TV
WRSP-TV	WBHW Springfield, Ill.

Grants

Call	*Assigned to*
	New AM
WAOB	Special Deliverys Inc., Winamac, Ind.
	New FM's
KIQS-FM	Willows Broadcasting Co., Willows, Calif.
WMCG	Tel-Dodge Broadcasting Co. Milan, Ga.
KALG-FM	Audrey Anderson, La Luz, N.M.
WSNC	Winston-Salem State University, Winston-Salem, N.C.
KCKR	Amanda Steed Kelton, Crockett, Tex.
	New TV
WXTX	Columbus Family Television Inc., Columbus, Ga.
	Existing AM's
WQBQ	WSEW Selinsgrove, Pa.
WDIX	WIZX Orangeburg, S.C.
	Existing FM's
KMGG	KWST Los Angeles, Calif.
KMCO	KNED-FM McAlester, Okla.

Summary of broadcasting

FCC tabulations as of Aug. 31, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,642	0	0	1,642	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

**Special temporary authorization*

***Includes off-air licenses*

11/8/82

C1750-1

THE NEWSWEEKLY OF THE FIFTH ESTATE

Broadcasting Nov 8

FANTASY ISLAND
TELEVISION'S ULTIMATE ESCAPE

FANTASY ISLAND

Fantasy Island is a programmer's dream come true. Now available in hours or half-hours, for Fall 1983.

A Spelling/Goldberg Production in association with

Columbia Pictures Television

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Broadcasting ▱ Nov 8

At Large: MacNeil and Lehrer on their news expansion □
At Large: Trig Myhren on ATC's corporate philosophy □
FCC clears more DBS applicants □ Election megacoverage

ELECTION DAY 1982 □ ABC-TV wins ratings Tuesday night, but number of critics assess CBS-TV and NBC-TV coverage as more interesting. Networks and local outlets find numbers and complexities of reporting returns mind-boggling, but they meet challenge. **PAGE 35.** Elections will alter composition of congressional committees affecting Fifth Estate; defeats of Senators Cannon and Schmitt among more notable results that could have bearing on communications field. **PAGE 37.** Where NAB and NCTA political action committees supported candidates to tune of $100,600. **PAGE 38.** Campaign '82 offers ample evidence that cable television and satellites are changing ways politicians must conduct campaigns. **PAGE 39.** In special post-election "Monday Memo," Carmine Cicchino of Ed Libov Associates explains broadcast strategy that was instrumental in election Tuesday of Mario Cuomo as governor of New York. **PAGE 30.**

NOW THERE ARE EIGHT □ FCC authorizes seven applicants to join Comsat's STC in building DBS systems. **PAGE 40.**

NAB EXPANDS LOBBYIST RANKS □ Government relations department to get three new people and will increase concentration on grass-root and political action committee activities. **PAGE 41.**

NO NEWS IS STILL BAD NEWS □ Pro football goes through another week of strike with lots of talk but no action as broadcasters and public chafe. **PAGE 42.**

THE ABC'S OF ATC □ Trygve Myhren, chairman and CEO, explains how that company grew to be nation's largest MSO, how it plans to use cluster approach to stay biggest, and how ATC has sketched its place in telecommunications universe. **PAGE 48.**

SMPTE TIME □ Marriage of television and film technologies will be among many topics at New York conference. **PAGE 65.**

CABLE PROGRAMING IN SPOTLIGHT □ More than 2,000 registered for NCTA's conference that starts Saturday in Los Angeles. Buyers and sellers expected to jam marketplace. Four days to also include panels offering input from experts in field. **PAGE 74.**

AFTER THE BALL GAME IS OVER □ CBS waltzes back to top of prime time ratings in first week after World Series. **PAGE 76.**

MacNEIL/LEHRER'S DARE □ They'll be asking public broadcasting community at this week's program fair to clear expanded version of their nightly half-hour news-analysis program. In "At Large" interview, they tell why they believe their gamble with already successful series will produce even bigger winner. **PAGE 85.**

SONY'S DEFENSE □ VTR distributor argues in Supreme Court that public has First Amendment right to tape in privacy of home. **PAGE 89.**

TV DEREG ON TAP □ FCC's Fowler says item will be on commission calendar this year. **PAGE 90.**

TRIMMING ADVERTISING'S SAILS □ As ANA chairman, Thomas Ryan has been helping colleagues adjust to changes in industry. He offers expertise gained from 22 years with major agencies and 14 years at Gillette North America. **PAGE 117.**

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Where there once was one, now there are many

The FCC authorizes seven applicants to join Comsat's STC in building DBS systems

Firing off the starting gun on what could prove to be the most expensive marketplace competition in broadcast history, the FCC last week voted 5-1 (with Commissioner Anne Jones dissenting and Commissioner Henry Rivera absent) to issue construction permits to seven more direct broadcast satellite applicants.

The commission's action means that there is now a total of eight corporations with such authority. Satellite Television Corp., a wholly owned subsidiary of Comsat Corp., was given a slight head start in the race for financing—and ultimately, perhaps, for DBS customers as well—when the commission granted it a construction permit in September (BROADCASTING, Sept. 27).

Authorized to try to whittle away at that lead were CBS, Direct Broadcast Satellite Co., Graphic Scanning Corp., RCA Americom, United States Satellite Broadcasting Co. Inc. (Hubbard Broadcasting Inc.), Video Satellite Systems Inc., and Western Union Telegraph Co.

The question now is which of those companies will make the commitment to pursue plans for systems that could cost hundreds of millions of dollars.

Like the STC grant, none of the others includes launch or operational authority, nor do they include frequency assignments or orbital positions. According to the commission, those matters won't be addressed until after orbital slots and frequency allocations are divvied up at the Regional Administrative Radio Conference for DBS next June.

The only applicant addressed that didn't make the cut was Focus Broadcast Satellite Co. Focus had requested approval to launch a DBS-like service on the Advanced Westar satellite system. It eventually proposed to transfer its service onto a system authorized for DBS use. But the commission dismissed its application as "unnecessary" because Focus only proposed to distribute its programing using the satellite capacity of other domestic satellite or DBS licensees.

Two of the construction permits were issued with extra strings attached. CBS was authorized to begin construction of the first phase of its proposal to offer high-definition television programing to terrestrial affiliates and directly to homes, but on the condition that it submit cost projections for its plans.

The commission also granted Graphic Scanning authority to start construction on the first phase of its proposal to offer a subscription DBS service, but noted that grant would be conditioned on the out-

What their plans are. *CBS:* The initial phase of CBS's proposal consists of one satellite and one in-orbit spare to serve the Eastern time zone with three channels. The first channel would be used to provide advertiser-supported high-definition television programing to affiliated stations for terrestrial retransmission, and directly to homes outside the service areas of the affiliates. The second HDTV channel would distribute pay programing to cable systems and homes, and the third channel would offer other subscriber-supported services, including satellite-to-theater distribution and closed circuit transmissions for business and other uses. Its fully operational national system would consist of four satellites, one serving each time zone and one spare. (CBS didn't include cost information in its application.)

- *DBSC:* DBSC's proposal calls for three satellites (and one in-orbit spare) serving the continental United States with six primary television channels for three service areas. The system also would provide movable spot coverage to two smaller areas within each service zone, with up to four additional TV channels provided by each spot beam. Its satellite capacity would be leased on a common carrier basis.
- *Graphic Scanning:* The initial phase of Graphic Scanning's proposal calls for one satellite serving the western half of the nation with two channels of subscription TV and such auxiliary services as teletext. The full system would include another satellite to serve the eastern half of the country and an in-orbit spare.
- *RCA Americom:* RCA's initial system would comprise one satellite serving the Eastern time zone (with six channels) and an in-orbit and on-ground spare. Its full system would consist of four operational satellites capable of serving all 50 states. RCA plans to lease most of its transponders, but not on a common carrier basis. It also asked permission to retain one or more channels for its own use.
- *STC:* STC's initial system would consist of one satellite (and one in-orbit spare) serving the Eastern time zone with three channels of subscription television. When it's fully operational, the system will consist of four satellites serving the entire nation.
- *USSB (Hubbard):* USSB system would consist of two satellites (and one in-orbit spare) serving the country with three channels. USSB proposes to distribute advertiser-supported programing to independent broadcasters, who would own a chunk of the system, and directly to homes that are unserved or underserved by local broadcasting. The first channel would consist of general, advertiser-supported programing, produced by USSB and its member stations. The second channel would be a 24-hour news and information service, and the third channel would carry public affairs programing.
- *VSS:* In its initial phase, VSS proposes two satellites to provide one channel of programing to the continental U.S. VSS's programing would be advertiser-supported and would be distributed to terrestrial broadcasters and individual homes. It proposes to carry the programing of Dominion Satellite Network Inc., an affiliate based in Naples, Fla. When fully operational, the system will consist of four satellites (and one on-ground spare) offering two channels.
- *Western Union:* WU has proposed an initial system that would consist of two satellites with two channels to serve the entire nation. When fully implemented, its system would consist of four satellites, providing four channels of national service. Western Union plans to lease its channels, but has asked that it not be forced to offer those channels on a common carrier basis, but that it be permitted to pick and choose users.

	Interim System				Fully Implemented System			
	Number of satellites (spares)	Coverage	Channels	Cost (in millions of dollars)	Number of satellites (spares)	Coverage	Channels	Cost (in millions of dollars)
CBS	1(1)	Eastern zone	3	NA	4(2)	Nation	3	NA
DBSC	3(1)	Nation	6	614	3(1)	Nation	6	614
Graphic Scanning	1(0)	Western half	2	136[1]	2(1)	Nation	2	500
RCA	1(2)	Eastern zone	6	400	4(2)	Nation	6	760
STC	1(1)	Eastern zone	3	393[2]	4(2)	Nation	3	NA
USSB	2(1)	Nation	3	300-400	2(1)	Nation	3	300-400
VSS	2(1)	Nation	1	228	4(1)	Nation	2	450
Western Union	2(0)	Nation	2	162	4(2)	Nation	4	450

[1] Includes $28 million in first-year operating costs.

[2] Includes $93 million in administrative startup costs and working capital.

come of a pending proceeding that could raise questions about Graphic Scanning's character qualifications. Contending that a "substantial question" had been raised as to whether Graphic Scanning was the real party of interest behind four applicants for radio-paging licenses, the FCC designated those companies' applications for hearing to determine whether they had misrepresented their relationships to the commission (BROADCASTING, Aug. 30).

The commission granted Western Union a construction permit for the first phase of its proposal to provide one channel as a quasi-common carrier to each of the four time zones using two satellites. Nonetheless, it deferred action on Western Union's proposal that its existing authority for the Advanced Westar system be modified to let it offer a DBS-like service before it puts its DBS system into place. The commission said, however, that it would consider that request from Western Union as a separate application.

Commissioner Anne Jones dissented—just as she dissented from the order granting STC's application—reiterating that she didn't think the commission should "give all this spectrum" to DBS, especially since it meant displacing current users of the 12 ghz band.

At Commissioner Stephen Sharp's suggestion, the commission agreed not to worry about how DBS applicants chose to classify themselves—that is, as broadcasters, common carriers, or something else—until later on.

The National Association of Broadcasters, which already has appealed the FCC's order authorizing DBS—and the order granting STC a construction permit—said it wouldn't appeal last week's grants. An NAB attorney said that the association thought the appeals it has already filed adequately covered the issues in dispute. □

NAB to swell ranks of lobbyists

Government relations department will get three new people with greater concentration on grass-roots and political action committee activities

The National Association of Broadcasters' executive committee approved a plan last week to beef up the association's government relations department.

NAB president Edward Fritts announced that the department would add three new lobbyists in addition to filling the three spots now vacant in the department. Fritts noted that the NAB's big push in the government relations department is "a continuation of our efforts to maintain the finest lobbying organization in the country."

Fritts explained that the association foresaw the need for expanding the department and that one position would be devoted solely to monitoring the FCC and State Department. One support staff position will also be added. Fritts noted that the association wants to "broaden its emphasis" overall on government relations.

He said that NAB's vice president of government relations, Steve Stockmeyer, would begin immediately to fill those positions. Although no deadlines have been set, Fritts said the association would concentrate its efforts on getting the department expansion completed.

Stockmeyer said the department will be restructured but that the specifics are not ready. However, he said the department will concentrate more heavily on its grassroots lobbying efforts and on the association's political action committee activities.

Carol Randles, currently an NAB senior lobbyist, has been named vice president of government liaison, succeeding James Popham, who left the NAB in August to join a New Orleans law firm.

The expansion of the government relations department was recommended in the association's Futures Report and Fritts has begun working with the staff to implement other recommendations. He also announced that the association has hired a consultant to coordinate the NAB's activities in international communications, M. William Haratunian, a retired Voice Of America employe. He is currently associate publisher of the *Chronicle of International Communications*, a monthly journal published in Washington. He will be retained for six months.

In other executive committee action, it agreed to recommend to the full board that the NAB allocate substantial funds to continue engineering studies now under way on interference to television stations on channel 6 caused by noncommercial FM stations.

The committee had voted at its last meeting to allocate $25,000 for the study, but it needs board approval to grant more funds.

NAB joint board chairman, William Stakelin, executive vice president of Bluegrass Broadcasting, Lexington, Ky., stressed the importance of the study. He noted that the FCC has not "adequately" examined the issue, and that the association is asking the FCC to extend its deadline for comments on the matter. "This is just too serious to the viewing public and affected television facilities to be treated in a pell-mell manner. NAB is urging a full examination and is willing to allocate substantial resources to achieve that end," he said.

In addition, the NAB has hired another consultant to conduct the channel 6 interference studies—Larry Middlekamp, a former member of the NAB engineering staff.

The executive committee also reiterated its strong concerns about Cuban interference. The committee endorsed the Radio Marti authorization bill now pending in the Senate, which includes a provision providing compensation to broadcasters affected by Cuban interference.

Stakelin noted that "in light of the increasingly clear connection between Radio Marti and Cuban interference, it is appropriate to guarantee some measure of relief to broadcasters who, in an attempt to maintain service to their listeners, must bear substantial expense."

The committee also announced that a comprehensive study of TV trends is now under way. According to Larry Patrick, senior vice president, research, it is the "single biggest study," now being conducted by the NAB.

Patrick said the 10-month study will examine public attitudes toward TV. He said that three research firms have been hired: McHugh-Hoffman, Fairfax, Va.; KPR Associates, Scottsdale, Ariz., and Peter Hart, Washington.

The results of the study will be the central focus of the TV side of the NAB's annual convention next year. The public, he added, will be asked a number of questions including how it feels about violence on TV, what it dislikes and likes and what kind of pay services it may use. □

Triumvirate. Meeting to increase the lobbyists ranks were NAB vice president and general manager John Summers, Stakelin and Fritts.

after) to Norman Livingston and others (none before; 52% after). Principals: in 1980 Turners acquired 52% of licensee. In 1981 they pledged interest when they borrowed $25,000 from Norman Livingston and others. Turners never made payment of note and under Ohio law stock is forfeited to transferees. Transferees include Norman Livingston, Artie Sheetz, Timothy Livingston and Velma Livingston. Norman Livingston is station manager of WECX. Filed Oct. 18.

■ WBRX(AM) Berwick, Pa. (1280 khz, 1 kw-D)—Seeks assignment of license from Berwick Broadcasting Corp. to Neyhard Broadcasting Corp. for $115,000. Seller has no other broadcast interests. Buyer: Robert and Richard Neyhard, (50% each), who currently are employed at WBRX Filed Oct. 21.

■ WQII(AM)-WZNT(FM) San Juan, P.R. (AM: 1140 khz, 10 kw-U; FM: 93.7 mhz, 50 kw)—Seeks transfer of control of Pueblo Communications Inc. from Pubelo International Inc. (100% beforel none after) to Huella Broadcasting Corp. (none before; 100% after). Consideration: $850,000 (BROADCASTING, Nov. 1). Principals: Seller is publicy traded San Juan-based corporation that has no other broadcast interests. Harold Toppel is chairman. Manuel I. Vallecillo is president. Buyer is owned equally by Francisco M. Vazquez Santoni, Luis E. Dubon, Jr., Manuel H. Duban, Carlos A. Vazquez Santoni and Argentoni Alejandro Saul Romay. Filed Oct. 15.

■ WAIM-TV Anderson, S.C. (ch. 40, 135 kw vis., 26.9 kw aur.; HAAT: 380 ft.)—Seeks assignment of license from New South Television Corp. to Mark III Broadcasting Inc. for $200,000. Seller: Frank L. Outlaw (75%) and Robert B. Nations (25%), who also own colocated WAIM-AM-FM. WAIM-TV has been dark since May 1979, when equipment failures knocked station off air. Buyer: Anthony C. Kupris, president (83%) and family. Kupis owns WMBB(TV) Panama City and is permittee of new LPTV at Tallahassee, Fla. He also is limited partner for new TV at Little Rock, Ark. Filed Oct. 22.

■ WSSC(AM) Sumter, S.C. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Mid-Carolina Communications Inc. from stockholders (100% before; none after) to Airwaves Inc. (none before; 100% after). Consideration: $338,332. Principals: Seller is owned by Thomas J. Rogers, Katherine Damron and James V. Dunbar Jr. (one-third each) Rogers also owns WTGR(AM)-WKZQ(FM) Myrtle Beach, S.C. Buyer is owned by Charles A. Barton and John H. Midlem Jr. (50% each). Barton owns 30% of WEZL(FM) Charleston, S.C. Midlen owns 23.75% of cable system serving Palacios, Tex., and also has interests in cable system serving Coldwater and Sturgis, both Michigan. Filed Oct. 20.

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■ KTEK(AM) Alvin, Tex. (1110 khz, 500 kw-D)—Seeks transfer of control of Brazoria Broadcasting Inc. from Martin S. Botter to Doris M. Botter. Principals: Transaction is only redistribution of ownership among existing stockholders. Filed Oct. 22.

■ WUEZ(AM) Salem, Va. (1480 khz, 5 kw-D)—Seeks assignment of license from Blue Ribbon Broadcasting Inc. to George H. Buck Jr. for $260,000. Seller: W. C. Triplett and Lester L. Williams (50% each), who have no other broadcast interests. Buyer: Buck owns WCOS-AM-FM Columbia, S.C.; WPCT(FM) Lobelville, Tenn.; WHVN(AM) Charlotte, N.C.; WCLS(AM) Columbus, Ga.; WMGY(AM) Montgomery, Ala.; WYZE(AM) Atlanta, Ga. Filed Oct. 22.

■ KSPL(AM) [formerly KAYO] Seattle, Wash. (1150 khz, 5 kw-U)—Seeks assignment of license from Obie Broadcasting Corp. to KSPL Associates for $1,909,284. Seller: Subsidiary of Obie Communications Corp., which is owned by Brian B. Obie (56.7%), Al Emrick Jr. (16%), Dolores Mord (11.9%) and James Torrey (9%). They own KUGN-AM-FM Eugene, Ore., and 90% of KMVI(AM) Wailuku, Maui, Hawaii. They bought KSPL(AM) in 1980 for $2.6 million and seek waiver of three-year rule on financial distress grounds. Buyer: Simpson Investments (46.1538%); Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.3846% each) and Henry Sykes and Ronald Fejfar (3.8462%each). Simpson Investments is owned by William Simpson Jr. and family. Simpson, Christiansen, Greenfield and Gray each own 16.67% of KENI(AM) Anchorage, Alaska. Gray owns 45% and Christiansen owns 25% of KINY-AM-TV Juneau, Alaska. KINY-TV has been sold, subject to FCC approval, for $275,000 (BROADCASTING, Oct. 25). Filed Oct. 25.

In contest

FCC actions

■ The Engineer-in-Chief of FCC San Diego filed office on Oct. 15 ordered Times Mirror Cable Television, serving Escondido, Calif., to cease its use of channel F as result of harmful interference to communications of California Department of Forestry.

■ FCC affirmed its March 11 action eliminating annual financial report (from 324) previously required of all commercial broadcasters. Action Oct. 28.

■ While official, final action has not been taken in Carlisle, Pa., AM case, FCC has instructed its staff to prepare for its further consideration order finding WIOO Inc., basically qualified to remain licensee, and remand proceeding to Review Board for consideration of comparative aspects of case. Action Oct. 28.

Call letters

Applications

Call	*Sought by*
	New FM
KLUK	Warrensburg Broadcasters Inc., Knob Noster, Mo.
	Existing AM's
WLFW	WWLF Saint Petersburg, Fla.
WMRE	WITS Boston
WRNC	WXXQ Reidesville, N.C.
WHBT	WDHB Harriman, Tenn.
	Existing FM's
KYZT	KSAA Casa Grande, Ariz.
WPKS	WUSL Philadelphia
WLCY	WNFM Dayton, Tenn.
	Existing TV's
WFTB	WFLA-TV Tampa, Fla.
WINT-TV	WCPT-TV Crossville, Tenn.

Grants

Call	*Assigned to*
	New AM's
KKMC	Gonzales Broadcasters, Gonzales, Calif.
WUCO	Mid America Broadcasting Co., Marysville, Ohio
	New FM
KBYO	SCO-KIM Inc., Tallulah, La.
	Existing AM's
WEUS	WLCO Eustis, Fla.
KKCI	KLDY Liberty, Mo.
KLNX	KLUF Lufkin, Tex.
	Existing Fm's
KSDO-FM	KEZL San Diego
KMGX	KIOY Hanford, Calif.
KSEC	KLMR-FM Lamar, Colo.
WSVE	WKUE Green Cove Springs, Fla.
KIPO-FM	KPOY Lihue, Hawaii
WFPS	WACI Freeport, Ill.
KKCI-FM	KKCI Liberty, Mo.
KNYN	KSNM Santa Fe, N.M.
WZOZ	WIEZ Oneonta, N.Y.
	Existing TV's
WZDQ	WIRJ-FM Humboldt, Tenn.
WMKW-TV	WBAH Memphis, Tenn.

Summary of broadcasting

FCC tabulations as of Aug. 31, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,642	0	0	1,642	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

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Vol. 103 ☐ No. 20

Broadcasting Nov 15

Cable quivers in wake of franchise exclusivity suit ☐ HBO celebrates its 10th brithday ☐ The next move from Time's Levin ☐ At Large with David Brinkley

ROCKY MOUNTAIN LOW ☐ Mile Hi announced intention to initially build only 55 of 110-channel Denver system in wake of suit challenging franchise award. Move may signal reversal of expansionist trend in cable. **PAGE 35.**

UPSTAIRS CHANGES AT NBC ☐ Timothy and Walsh now group executive vice presidents and Mapes becomes NBC-TV president. **PAGE 37.**

LONG ROAD HOME ☐ ITU technical converence in Nairobi most "politicized ever," say observers. U.S. reserves right to decline to comply with specific decisions of conference. **PAGE 38.**

AT THE FAIR ☐ Public broadcasters gather in Washington to sample programing wares for fall. MacNeil/Lehrer expanded news is hot prospect. Pay cable inroads and children's programing among other topics discussed. **PAGE 39.**

STANDARDS BATTLE AT SMPTE ☐ Sony and Matsushita announce sales of new machines. Attendance at conference is below expectations but well above last year's totals. **PAGE 40.**

ANA ASSEMBLAGE ☐ National advertisers gather at Palm Beach for annual meeting. Sessions focus on broadcast television as premiere advertising medium. **PAGE 41.**

HAPPY ANNIVERSARY ☐ HBO celebrates 10 years that have brought it from 365-home feed at start-up in 1972, to pre-eminence in industry it serves. BROADCASTING chronicles that growth in "Special Report" begining on **PAGE 48.** In wide ranging interview with BROADCASTING editors, Jerry Levin, Time Inc.'s group vice president in charge of video, and man credited with guiding hand in HBO's success, reveals his blueprint for telecommunications future. **PAGE 54.**

WESTERN CABLE'S JAMMED AGENDA ☐ Sessions in Anaheim this week will spotlight regulatory developments, marketing problems, rebuilding deadlines and encroachment by new technologies. **PAGE 69.** Complete rundown of Western Cable Show exhibitors. **PAGES 69-78.**

PROPERTY RIGHTS FOR SPECTRUM USERS ☐ That is position of Heritage Foundation study that advocates unlimited resale rights for stations, more protection against petitions to deny and legal ownership of frequencies. **PAGE 79.**

CAPITAL DECAPITATION ☐ FCC law judge proposes to cut off United Broadcasting's WOOK(FM) Washington by denying license renewal and awarding facilities to minority-owned competing applicant. **PAGE 79.**

STV DEREG ☐ FCC's Jones says move will do no significant harm to pay TV industry, but panelists at Los Angeles convention see it as mixed blessing. **PAGE 87.**

EDITORS FEAR NIBBLES AT FOI ☐ ASNE documents attempt to erode freedom act through amendments to budget and appropriations legislation. **PAGE 94.**

DOWN THE ROAD WITH BRINKLEY ☐ After 39 years of broadcast journalism, one of America's most respected reporters talks with BROADCASTING editors of times that were and those yet to be. Occasion is first anniversary of his *This Week With David Brinkley* on ABC-TV. **PAGE 95.**

RAISED ON CABLE TV ☐ Though only 34, Spencer Kaitz has been connected with cable since early 1960's. And in that time, as president of California Cable Television Association, he has raised that state organization to national prominence. **PAGE 119.**

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Cable Television Association, for example, supports the Goldwater bill (S. 2172) that would limit city and state regulatory authority over cable TV. However, the measure which has cleared the Senate Commerce Committee is unlikely to be scheduled for full Senate vote during the lame-duck session.

Key provisions in the measure would establish the FCC, rather than cities and states, as the primary regulatory authority over cable TV.

S. 2172 has become a controversial bill because it is being hotly opposed by the National League of Cities. It is doubtful that such a controversial measure will be brought to the floor during lame-duck session.

Financial analysts who follow the cable industry have long been concerned about the "two industries" they see developing in the United States: one a traditional, reasonably conservative and profitable industry that feels 50 or so channels are a comfortable upper limit for growth in the 1980's, the other a hell-bent-for-expansion industry whose ambitions could jeopardize profitability. What's happening in Denver could bring those two industries far closer together. □

Affiliates hurt most by cable

NAB-commissioned study finds TV viewing drops15%, 29%, respectively, in basic and pay cable homes

A study commissioned by the National Association of Broadcasters has concluded that cable television services cause substantial erosion of the audience of local broadcast stations, particularly VHF network affiliates.

Using the Arbitron shares from the February 1982 sweeps, Ohio University's Broadcast Research Center analyzed eight different market types, each with a different number and mix of UHF and VHF stations, and found that in homes with basic cable services, the local stations' share of the total television audience fell an average of 15%. In homes with basic and pay cable services, their share dropped an average of 29%.

BRC was unable to explain why the network affiliates were hardest hit by the advent of cable, suggesting only that they "have the most to lose." On the other hand, educational stations, which already have small audiences, BRC said, seemed to suffer least from cable. "This may be because cable systems have yet to offer a viable alternative to their programing."

The survey found that in the sample markets containing four VHF's and one or more UHF's average weekly audience shares for VHF affiliates fell from 71.7 in uncabled markets to 61.1 on basic cable services and 51.2 on pay cable. The average shares for all other local stations fell from 23.9 to 20.1 to 18.

At the other end of the scale in sample markets containing only two stations, either VHF or UHF or both, affiliate weekly average shares fell from 63.1 in uncabled markets to 45.8 in basic cable homes to 37.2 in pay cable households.

According to the report, most of the damage done to local stations in basic-cable only homes was done by imported broadcast stations or "distant signals." The report uncovered little interest in advertiser-supported cable services offering news, sports and other specialty programing. "This evidence could indicate that, theoretical expectations aside, television viewers have very little appetite for such services. On the other hand, it may simply be that these relatively new entrants are still unfamiliar or unavailable to many cable subscribers."

Although the findings are cause for concern among broadcasters, BRC said, the threat cable poses should not be overstated and broadcasters should not lose sight of cable's benefits. "After all," it said, "early cable systems helped broadcasters by increasing the reach and clarity of their signals. That is still true today. The data suggest that UHF stations, especially those in intermixed markets, lose their 'handicap' in cable households."

The long-range impact of cable on local broadcasting depends on the answers to some difficult questions, BRC said. Chief among them, it said, is whether cable will be able to sign up the 45% of homes that could subscribe to cable but do not. Technology may help, BRC suggested. "As the capacity and reach of cable systems increase, so too will the incentives and opportunities for new program services," BRC said. "Might such changes induce homes now passed by cable to subscribe?"

It is also unknown whether future cable subscribers will behave like the present ones, BRC said. "Perhaps the pay cable households studied ... were innovators or special fans of the medium who use television differently from their basic cable and broadcast counterparts."

Finally, BRC said, the impact of cable will be determined by how broadcasters respond to the cable challenge through programing and promotion and by the freedom broadcasters are given through

Average weekly TV household shares in different market types by reception type

Reception type	*Broadcast*	*Basic Cable*	*Pay Cable*
Market type 1 (4 VHF/1 or more UHF)			
Total local stations	95.7	81.3	69.3
Distant stations	4.0	13.5	9.5
Pay cable channels			17.1
Other cable-only channels		4.7	3.6
Market type 2 (3 VHF/2 or more UHF)			
Total local stations	89.4	77.6	64.8
Distant stations	10.4	18.3	16.7
Pay cable channels			15.3
Other cable-only channels		3.3	2.5
Market type 3 (3 VHF/1 UHF)			
Total local stations	92.7	77.2	63.3
Distant stations	6.9	18.9	15.1
Pay cable channels			18.0
Other cable-only channels		2.9	2.7
Market type 4 (3 VHF)			
Total local stations	87.6	66.8	53.4
Distant stations	11.9	30.9	26.9
Pay cable channels			17.1
Other cable-only channels		1.9	2.0
Market type 5 (2 VHF/1 UHF)			
Total local stations	87.8	67.9	52.8
Distant stations	12.0	26.0	26.6
Pay cable channels			15.9
Other cable-only channels		5.5	4.0
Market type 6 (1 VHF/2 UHF)			
Total local stations	88.9	78.6	57.6
Distant stations	10.6	16.5	15.8
Pay cable channels			19.5
Other cable-only channels		4.6	6.7
Market type 7 (3 UHF)			
Total local stations	78.9	63.6	53.0
Distant stations	21.0	33.9	28.6
Pay cable channels			15.9
Other cable-only channels		1.3	2.2
Market type 8 (2 stations)			
Total local stations	65.2	48.0	38.2
Distant stations	34.5	50.1	45.7
Pay cable channels			13.9
Other cable-only channels		1.7	2.1

regulatory reforms.

Among BRC's other conclusions was that pay cable households watch more television than basic-cable-only households or broadcast-only households. "One explanation for this is that current pay cable subscribers have always been heavier users of television and simply opted to take pay service when it became available," BRC said. "On the other hand, it could be that pay subscribers increased their levels of use only after the introduction of new viewing options." ☐

Wheeler sees cable profiting from network viewer defection

Citing Qube results, NCTA president tells programing conference viewers are choosing new alternatives on pay and basic services

"Where have all the broadcast network viewers gone?" asked National Cable Television Association President Tom Wheeler in a speech prepared for the opening session of NCTA's programing conference in Los Angeles last Saturday (Nov. 13). While the broadcast executives are mystified at least publicly by the steady decline in their audience share over the past five years, Wheeler said, he has no problem accounting for the networks' loss. The viewers, he said, "have opted for the programing diversity—both pay and basic—offered by cable television systems."

The networks' share of the prime time audience has dropped 10 points to around 80 since 1977, Wheeler noted, and industry experts expect another 10-to-20-points drop by 1990. "We can anticipate more and more network viewers will relocate their loyalties to the cable-only channels as more homes subscribe to cable and as subscribers learn what the cable-only services have to offer."

Wheeler based his conclusions on the "circumstantial evidence" of the rapid growth of cable subscribers and services and of the harder evidence of the viewing habits of Warner Amex's Qube subscribers in Pittsburgh, Cincinnati and Columbus, Ohio.

Cable is adding subscribers at a rate of 300,000 per month, Wheeler said, and total cable penetration is expected to double to about 55 million homes by 1990. The gains in cable subscribership over the past year, he added, have "translated to dramatic gains" for many of the more than 40 satellite-delivered cable services. He cited the increases in subscribers made by ESPN (48%), Cable News Network (68%), USA Cable Network (44%), Music Television (170%), Appalachian Community Service Network (45%), Home Box Office (33%), Showtime (40%), The Movie Channel (33%) and Cinemax (114%).

The Qube data shows "network viewing in cable homes is sharply lower than most believe," Wheeler said. While the networks' average daily share in the Columbus market as a whole stood at 80 last July, he said, they could manage only a 44 in the Qube homes. And in prime time last June, he said, the networks pulled only a 49 share in the Qube homes.

Both pay and basic cable were strong in competition with the networks, Wheeler said. During the last two weeks of October, for instance, he said, during prime time, the pay services aggregated a 21 share in Pittsburgh and a 20 share in Cincinnati. And during the same period, he said, five basic cable services (including distant signals) garnered shares ranging from 18 to 21 in the three markets.

The only mystery left unsolved in Wheeler's mind is why there seems to be "an unnecessary level of friction between satellite networks and cable operators." NCTA's programing conference is, in one sense, Wheeler said, a celebration, "made possible because cable operators and cable programers worked together to pioneer and build a new business. The consumer likes what we're doing. Let's keep on doing it *together.*" ☐

NBC changes management

Timothy and Walsh become group executive VP's; Mapes named NBC-TV president

NBC realigned its top management under President Robert E. Mulholland last week. The changes, Mulholland said, "will help us manage our divisions more efficiently" and at the same time "recognize the contributions of five of NBC's best executives."

- Raymond J. Timothy, president of the NBC-TV network, and Robert S. Walsh, president of NBC Television Stations/Radio, were named group executive vice presidents of NBC and given wider responsibilities. They report to Mulholland.
- Pierson G. Mapes, NBC-TV vice president for affiliate relations, was named to succeed Timothy as president of NBC-TV. Mapes and Brandon Tartikoff, president of NBC Entertainment, report to Timothy in the new arrangement.
- The NBC Television Stations/Radio division is being split. Michael Eskridge, who has been executive vice president of the division, and Al Jerome, who has been executive vice president of the owned-TV stations unit, were named presidents—Eskridge president of NBC Radio, Jerome president of NBC Television Stations. There has been no president of NBC Radio since Dick Verne left that post earlier this year. NBC sources said the new presidencies formalized a division of responsibilities that already existed, since Eskridge had been concentrating primarily on radio and Jerome primarily on the NBC-owned TV stations. Both will report to Walsh.
- Left for later announcement was the appointment of a successor to Mapes as vice president for affiliate relations. NBC authorities said this would go to Tony Cervini, a 33-year NBC veteran who for the past two years has been vice president, planning/affiliate services.

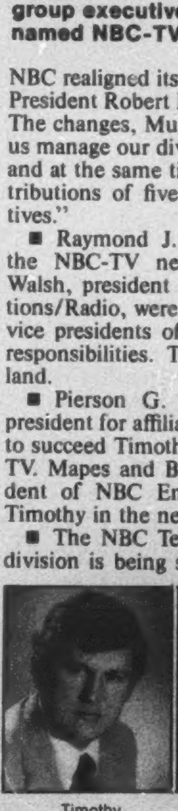
Observers questioned the changes' significance for NBC Entertainment President Tartikoff, who in the past has reported to Mulholland but now will report to Timothy. NBC spokesmen said this was an essentially meaningless consideration—that Tartikoff, as head of TV programing, works primarily with NBC Chairman and Chief Executive Grant Tinker, anyway, since Tinker's background is essentially in programing.

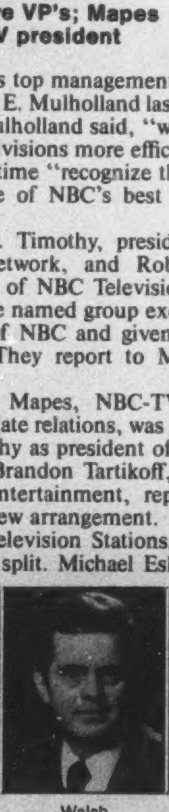
Group Executive Vice President Timothy started with NBC as a tour guide in 1954 and rose through TV sales and NBC-owned station managership to executive vice president for affiliate relations in 1977, executive vice president of the network in 1979 and network president in July 1981.

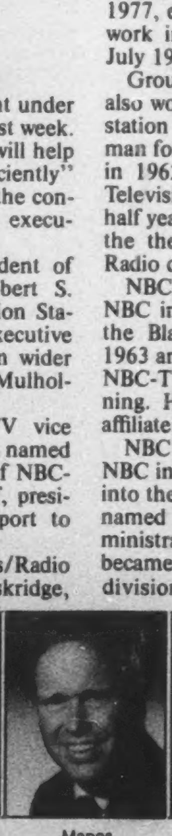
Group Executive Vice President Walsh also worked his way up through sales and station managerships, starting as a salesman for NBC Radio Spot Sales in Chicago in 1962. He was president of the NBC Television Stations division for two and a half years before being named president of the then-new NBC Television Stations/Radio division last March.

NBC-TV President Mapes started with NBC in 1963 in sales service, moved to the Blair Television station-rep firm in 1963 and after six years there returned to NBC-TV as vice president, network planning. He was named vice president for affiliate relations for the network in 1979.

NBC Radio President Eskridge joined NBC in 1971 as a systems analyst, moved into the TV stations division in 1975, was named vice president for finance and administration in that division in 1978, became executive vice president of the division in 1981 and executive vice presi-


Timothy


Walsh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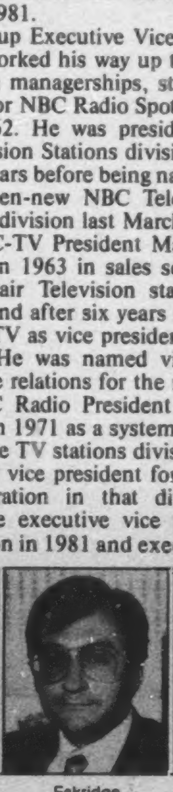
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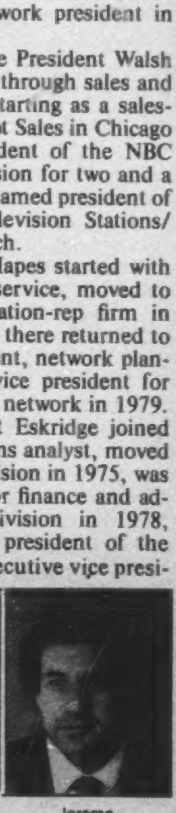
Jerome

■ KONG-FM (92.6 mhz) Visalia, Calif.—Granted CP to change TL; increase ERP to 19 kw; decrease HAAT to 819 ft. and make changes in ant. sys. Ann. Oct. 26.

■ KTCL (93.3 mhz) Fort Collins, Colo.—Granted CP to install aux. ant. and aux. trans. at main TL; to be operated on ERP of 2.18 kw (H); change HAAT to 1,275 ft. and change TPO. Action Oct. 22.

■ WAUR (107.9 mhz) Aurora, Ill.—Granted CP to decrease ERP to 22.4 kw; increase HAAT to 735 ft.; change TPO. Action Oct. 25.

■ KTRO (98.9 mhz) Leavenworth, Kan.—Granted CP to change TL: change type trans; change type ant.; and change TPO. Action Oct. 22.

■ *WMPG (91.7 mhz) Gorham, Me.—Granted CP to change frequency to 91.7 mhz; change ERP to 179 w; change HAAT to 223 ft. Action Oct. 25.

■ WHUE-FM (100.7 mhz) Boston—Granted CP to change TL; change type ant.; decrease ERP to 15.85 kw; increase HAAT to 792.5 ft. and change TPO. Action Oct. 22.

■ WCEN-FM (94.5 mhz) Mt. Pleasant, Mich.—Granted CP to change ERP to 65 kw; change HAAT to 224 ft.; change type transmitter and make ch[illegible], in ant. sys. Action Oct. 26.

■ WQAZ (92.7 mhz) Cleveland, Miss.—Granted CP to increase HAAT to 262 ft. Action Oct. 22.

■ WENU (101.7 mhz) Hudson Falls, N.Y.—Granted modification of CP (BPH-801230AH, as mod.) to change SL and RC; (outside city limits) request waiver of section 73.210 of FCC's rules. Action Oct. 26.

■ WGLD-FM (100.3 mhz) High Point, N.C.—Granted CP to increase HAAT to 404 ft. and change TPO. Action Oct. 26.

■ KLNK (98.9 mhz) Oklahoma City—Granted mod. of CP (BPH-800616AG, as mod.) to decrease ERP to 44.67 kw. Action Oct. 22.

■ KAZZ (95.9 mhz) Sallisaw, Okla.—Granted CP to change TL; change ERP to 1.050kw; change HAAT to 462 ft.; change type trans. and make changes in ant. sys. Action Oct. 26.

■ KCOT (104.7 mhz) Lamesa, Tex.—Granted CP to change TL; increase HAAT to 794 ft. and make changes in ant. sys. Action Oct. 25.

■ WQAA (103.9 mhz) Luray, Va.—Granted CP to change TL; specify RC; change HAAT to 300 ft. and make changes in ant. sys. Action Oct. 25.

TV actions

■ KCRA-TV (ch. 3) Sacramento, Calif.—Granted CP to change TL; change type ant. and change HAAT to 1942 ft. Action Oct. 21.

■ KTWC (ch. 3) Glenwood Springs, Colo.—Returned application for MP(BPCT-800819KH) to change ERP 70.6 kw vis, 7.06 kw aur.; change HAAT to 2,450 ft and change SL and TL. Action Oct. 14.

■ WHCT-TV (ch. 18) Hartford, Conn.—Granted MP (BPCT-4689, as mod. & reinstated) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change HAAT to 1,214.9 ft. (contingent on grant of BALCT-800425KH). Action Oct. 21.

■ WBSP (ch. 51) Ocala, Fla.—Granted MP(BPCT-801114KE) to change ERP to 1,500 kw vis., 150 kw aur.; change HAAT to 923ft.; change TL and ant. Action Oct. 14.

In contest

FCC actions

■ FCC affirmed Broadcast Bureau's action approving amended agreement merging two applications for new UHF on ch. 64 at Kannapolis, N.C., and designating their application for comparative hearing with other applicant for same channel. Action Oct. 28.

■ FCC affirmed without comment Review Board decision, released March 30, granting Millard Orick Jr. for new FM at Payson, Ariz., and denying competing application of Rim-Co Inc. Action Oct. 28.

■ FCC denied review of Broadcast Bureau decision denying Jose Pedro Bio's personal attack, political editorializing and other campaign violation complaints against WJFD-FM New Bedford, Mass. Action Oct. 28.

■ FCC granted Golden Plaines Inc., assignment of KXXX-AM-FM Colby, Kan., to Lesso Inc., and granted Lesso's request for waiver of "duopoly" rule. Action Oct. 28.

■ FCC denied petition by Stern Community Law Firm, National Citizens Committee for Broadcasting and Citizens Communications Center seeking public access to licensee annual financial reports and also denied petition by law firm of Cole, Raywid & Braverman seeking public disclosure of specific line items in annual financial reports. Action Oct. 28.

■ FCC granted KMIR-TV Palm Springs, Calif., nonduplication protection for 18 months against KNBC-TV Los Angeles, on cable systems serving Palm Springs area. Action Oct. 28.

■ FCC granted certificate to California Oregon Broadcasting Inc., in connection with sale of its wholly owned subsidiary, Southern Oregon Cable TV to McCaw Communications Companies Inc. Action Oct. 28.

■ FCC renewed license of WQCK(FM) Manchester, Ga., subject to filing of revised EEO program within 30 days and detailed annual employment reports for last three years. Action Oct. 28.

■ FCC ALJ Walter C. Miller granted Clay Television Inc. CP for new TV on ch. 25 at Orange Park, Fla., and found competing applicant, Orange Park Florida TV Inc., technically unqualified to be FCC licensee. Issued Oct. 28.

■ FCC Review Board granted two-year short term renewal for WJIM-TV and full term renewal for WJIM-AM-FM Lansing, Mich. In initial decision last year, ALJ denied renewals for all three stations based on allegations of "clipping" of TV network programs, clipping misrepresentations, pursuit of private interest, undisclosed use of taped weather broadcasts and deceptive maps. Board adopted findings of fact in initial decision except as modified, but reversed some of ALJ's conclusions. Action Oct. 29.

■ FCC approved transfer of control of WSM Inc., licensee of WSM-AM-FM Nashville, Tenn., from NLT Corp. to American General Corp. FCC denied petition to deny transfer filed by National Black Media Coalition; Pluria Marshall, its chairman; Middle Tennessee Community Communications Coalition; Nashville Branch of NAACP and Walter T. Searcy, its president. Action Nov. 4.

■ FCC granted conditional CP's to seven applicants for authority to offer Direct Satellite Service and dismissed eighth application as unnecessary. Application dismissed was that of Focus Broadcast Satellite Co. Action Nov. 4.

Call letters

Applications

Call	Sought by
	New FM's
KLRC	John Brown University, Siloam Springs, Ark.
KNMQ	Mesa Grande Broadcasting Co., Santa Fe, N.M.
KLGM	Buffalo Communications Corp., Buffalo, Wyo.
	New TV's
WSCT	Broadcast Production and Management Corp., Melbourne, Fla.
KRLR	Dres Media Inc., Las Vegas
WNDS	CTV of Derry Inc., Derry, N.H.
KXLT	L.E.O. Broadcasting Inc., Rochester, N.Y.
KTGC	Texas Gulf Communications Inc., Nederland, Tex.
	Existing AM's
KHYV	KBEE Modesto, Calif.
KRDZ	KHEE Hayden, Colo.
WWJZ	WTRR Sanford, Fla.
WIQB	WNRS Saline, Mich.
WCKX	WSYX London, Ohio
WMGZ	WGBU Farrell, Pa.
WGFW	WGFE Morovis, P.R.
WSAY	WUEZ Salem, Va.
	Existing FM's
WWKF	WFUL-FM Fulton, Ky.
WINQ	WXYW Winchendon, Mass.
WZXQ	WDGM Canton, Miss.
WLVW	WTWF Moncks Corner, S.C.
WNKS	WMAK-FM Hendersonville, Tenn.

Grants

Call	Assigned to
	New AM's
KGUS	Soho Broadcasting, Florence, Ariz.
KRVV	Mountain Wireless Ltd., Vail, Colo.
	New FM's
WMPZ-FM	Soperton Broadcasting Corp., Soperton, Ga.
KMGZ	Broadco Inc., Lawton, Okla.
KAUM	James G. Baum, Colorado City, Tex.
	New TV's
KCVT	Canadian Valley Television Inc., Shawnee, Okla.
WUHX-TV	Focus-Tidewater Inc., Norfolk, Va.
	Existing AM's
WOFN	WTRL Bradenton, Fla.
WXAG	WCCD Athens, Ga.
KVSV	KRZJ Beloit, Kan.
WASY	WDCI Gorham, Me.
WALI	WCMD Cumberland, Md.
WJCC	WJMQ Norfolk, Mass.
WHHQ	WTGG Hilton Head Island, S.C.
KAYO	KBKW Aberdeen, Wash.
	Existing FM's
WSCA	WQSI Union Springs, Ala.
KEEO	KLEO Caulksville, Ark.
KVSV-FM	KRZJ-FM Beloit, Kan.
WROG	WJSE Cumberland, Md.
WMLW	WTTN-FM Watertown, Wis.
KATH-FM	KATH Douglas, Wyo.

Summary of broadcasting

FCC tabulations as of Aug. 31, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,642	0	0	1,642	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

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Vol. 103 □ No. 23

Broadcasting□Dec6

CBS, HBO and Columbia join forces □ Hill hears pros and cons on cable copyright □ Television competition—playing for keeps in Boston □ NBC affiliates join financial interest act

HOLLYWOOD HEAVYWEIGHT □ HBO, CBS and Columbia Pictures forge alliance. Outline of motion-picture goals includes mention of production for pay-per-view market. **PAGE 35.**

CABLE COPYRIGHT □ Hearings on Capitol Hill come up with new twists for legislation in wake of Copyright Royalty Tribunal's mandated rate changes. **PAGE 37.**

CBS-TV GUNS OF NOVEMBER □ Network wins Arbitron, Nielsen sweeps. **PAGE 39.**

FCC OVERSIGHT □ At Hill hearing to review commission activity, principal broadcast issue is proposed rulemaking to repeal financial-interest and syndication rules for TV networks. Wirth is critical of FCC's approach to TV deregulation issue. **PAGE 40.**

MINORITIES TAX BREAK EXTENDED □ FCC approves use of certificates as incentives for cable ownership. **PAGE 41.**

PICKING UP THE NFL PIECES □ Nielsen ratings indicate post-strike games are pulling good numbers. Regular-season billings at networks estimated to be off $97 million. Affiliates still assessing impact. **PAGE 42.**

JUSTICE DEFENDS HILL BAN □ In filing at Supreme Court, agency disputes district judge's contention that Congress violated First Amendment by forbidding editorials on public stations. **PAGE 42.**

SQUARING OFF IN BOSTON □ Two new TV owners and one determined oldtimer are in middle of accelerated struggle for supremacy in sixth largest market. **PAGE 52.**

PBS PLANS FOR '83 □ Stations' vote to expand *MacNeil/Lehrer Report* is not overwhelming mandate. Public broadcasters also review 47 other program proposals, mostly for next fall. **PAGE 56.**

CUT OF SPECTRUM FOR MOBSAT □ NASA makes offer it hopes FCC won't refuse: mobile phone service via satellite to underserved portions of America. **PAGE 60.**

HOLD THAT COPYRIGHT HIKE □ Turner joins NCTA and New York cable commission in appeals court, arguing tribunal-ordered Jan. 1 increase in rates would double superstation payments to producers. **PAGE 66.**

JUDGE BARS DOOR □ Broadcasters denied camera and mike access to Miami trial, crushing media hopes for precedent-setting entry into federal court. **PAGE 69.**

UNESCO FEARS LESSEN □ U.S. and western allies negotiate changes in draft document that in original form would restrict flow of information. **PAGE 69.**

TWO DOWN, ONE TO GO □ NBC-TV affiliates board lines up beside CBS-TV board in support of networks' drive for repeal of syndication and financial interest rules. ABC-TV closed-circuits its case to stations prior to affiliates board meeting this week. **PAGE 71.**

FRENCH TELETEXT CONNECTION □ Several firms in France and arms of government there establish company with New York-based subsidiary. **PAGE 74.**

COUNSEL FOR JUDGMENT DAY □ More and more major communications companies are learning that a call to consultant Paul Bortz is a prudent preliminary to an important business decision. **PAGE 95.**

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based on diaries published by Arbitron and Nielsen; and advertisers, they added, will not buy air time on the basis of coincidentals. They also noted that KTXH's campaign blitz, coupled with its unedited showing of "The Deer Hunter" (always an audience attraction, general managers agreed) and plain old viewer curiosity could have helped contribute to KTXH's instant success. In any case, judgment will have to wait until the November ratings books are published on Dec. 18, they said.

Qube: five years old

Warner Amex's interactive cable system, born in Columbus, Ohio, five years ago, is now available to 170,000 subscribers in seven cities and is still growing

Five years ago last Wednesday, some 2,500 homes in Columbus, Ohio, helped usher in a new age in telecommunications—"interacting" with their television sets—thanks to the Qube cable system developed by Warner Amex Cable Communications (at the time, Warner Cable Communications).

Qube technology, several generations later, is now available to 170,000 cable subscribers in Columbus, Cincinnati, Pittsburgh, Dallas, Houston and suburbs of both St. Louis and Chicago, with construction scheduled to begin soon in Milwaukee. Indeed, most observers credit Qube with having helped Warner Amex win those franchises. And the interactive capability of Qube, with its potential for consumer marketing applications, was certainly one of the attractions Warner Cable held for American Express when it purchased 50% of the company (along with half of a co-owned programing concern) to form Warner Amex Cable Communications in September 1979.

In the first days of Qube in Columbus, Warner Amex began laying claim to a long series of "firsts" for the cable industry: a first "infomercial" on Qube's opening day—with Bradford Travel Service touting Mexican vacation opportunities and giving subscribers a chance to make reservations or request further information by "touching in," as Qube calls it, on their Qube terminals.

That December also saw an interactive game show: a children's program called *Flippo's Magic Circus*. The next month, during a Columbus blizzard, the city's mayor was able to "dialogue" with Qube subscribers during special "snow emergency" programing. Over the years, Qube has served as the vehicle for "town meetings" and various polling experiments. Perhaps more significantly, Qube helped pioneer cable-delivered pay-per-view programing: the June 1980 Leonard-Duran fight was seen by 7,500 Qube homes, the Holmes-Cooney bout *last June* by 15,000, not to mention the variety of other pay-per-view products that Qube offers. ☐

Big five. Warner Amex's Columbus Ohio, Qube system celebrated its fifth anniversary Dec. 1. Joining President and General Manager John Schmuhl and Program Director John Petrie in celebration are employes (standing, l-r): Frank Forth, Mark Gettinger, Schmuhl, Petrie, Mark Basford and Jerry Hoffman. Kneeling, l-r: David Vaughn, Pat Arthur, Rich Arnold and Jim Jaeger.

Programing network for LPTV formed

JPD Entertainment joins with Osmond Studios and trade association in new venture

The JPD Television Network, designed to serve low-power television stations, has been formed as a joint venture involving JPD Entertainment, Osmond Studios and the National Institute for Low-Power Television.

Representatives of the three entities made the announcement at a news conference in Los Angeles last Monday (Nov. 29). Although no launch date was announced, an affiliates' meeting is planned for June 1983, at Osmond Studios in Orem, Utah.

According to JPD Entertainment President James Patrick Devaney, the network's production will be carried out at the Utah studios, with executive offices maintained in Los Angeles. Devaney said an initial production budget of $45 million has been set for the network's first three years, with 21 hours of prime time programing to be offered each week. Material will be distributed by satellite.

JPD Entertainment, a Los Angeles-based entertainment programing/producer/distributor, has applied for 20 LPTV licenses of its own. Devaney estimates that the FCC will eventually license 3,000 low-power stations and contends such outlets will "need a bona-fide network to compete in today's broadcast environment, particularly in major markets where existing program services already saturate."

The principals did not indicate how start-up capital will be generated to build the network, although they foresee advertising income and ancillary sale of network programs to foreign and home video markets. JPD Network will present a variety of programing material that will include overseas production, according to Devaney. It also plans to produce programs for local as well as network broadcast.

The National Institute for Low-Power Television, a partner in the venture, is sponsoring an LPTV conference in Anaheim, Calif., Jan. 24-26. ☐

Ratings Roundup

ABC-TV broke CBS-TV's winning streak in the ninth week of the 1982-83 prime time season. Finishing only a 10th of a point ahead of CBS for the week ending Nov. 28, ABC averaged a 17.6 rating and 28 share against CBS's 17.5/28 and NBC-TV's 15.2/24.4.

Season-to-date averages left CBS still well out in front (18.3/29) with ABC second (16.7/27) and NBC third (15.7/25). CBS also continued to lead in the November sweeps, averaging 18.8 against ABC's 17.3 and NBC's 14.7 in Nielsen figures and 19 against ABC's 17.2 and NBC's 14.6, according to Arbitron.

The three-network rating and share slipped to 50.3/80.8 from the previous week's 51.3/81.

ABC won Monday, Tuesday, Wednesday and Saturday, although the return of *Monday Night Football* after the eight-week players strike scored only a 19.3/32 against CBS's *M*A*S*H* (20.5/29), *Newhart* (20.6/30) and *Cagney and Lacey* (17.9/29) and NBC's *Monday Night Movie*, "A Day for Thanks" (18.3/29). Monday averages were ABC (19.8/29.5), CBS (18.2/27.3) and NBC (17.8/26.4).

The First 20

1.	*60 Minutes*	CBS	27.1/41
2.	*Three's Company*	ABC	22.5/34
3.	*Jeffersons*	CBS	22.5/33
4.	*One Day at a Time*	CBS	22.3/33
5.	*Dallas*	CBS	21.5/34
6.	*Love Boat*	ABC	20.9/33
7.	*NBC Sunday Night Movie*	NBC	20.7/32
8.	*Newhart*	CBS	20.6/30
9.	*Laverne and Shirley*	ABC	20.5/32
10.	*WBC Heavyweight Championship Fight*	ABC	20.5/33
11.	*M*A*S*H*	CBS	20.5/29
12.	*Archie Bunker's Place*	CBS	20.3/30
13.	*Hill Street Blues*	NBC	20.3/37
14.	*Happy Days*	ABC	20.2/32
15.	*Monday Night Football*	ABC	19.3/32
16.	*9 to 5*	ABC	19.3/30
17.	*Dynasty*	ABC	19.1/32
18.	*Falcon Crest*	CBS	19/31
19.	*Trapper John, M.D.*	CBS	19/31
20.	*Fall Guy*	ABC	18.8/30

The Final Five

65.	*20/20*	ABC	11.5/21
66.	*Remington Steele*	NBC	11.3/19
67.	*Gavilan*	NBC	11.1/17
68.	*Devlin Connection*	NBC	10.1/18
69.	*Cheers*	NBC	10/18

tion of CP (BPED-800616BA) to make changes in ant. sys.; change type trans.; change type ant. Ann. Nov. 22.

- KSHO-FM (96.3 mhz) Kailua, Hawaii—Seeks modification of CP (BPH-800225AJ) to change SL and RC; decrease ERP to 50 kw and change TPO. Ann. Nov. 22.
- WLCA (89.9 mhz) Godfrey, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; increase ERP to 1.455 kw; increase HAAT to 178 ft. and change TPO. Ann. Nov. 22.
- KLUV-FM (105.5 mhz) Haynesville, La.—Seeks modification of CP (BPH-801104AJ, as mod.) to change TL; increase HAAT to 281 ft. and change TPO. Ann. Nov. 22.
- WKXA-FM (95.9 mhz) Brunswick, Me.—Seeks CP to decrease ERP to 15 kw; increase HAAT to 400 ft. and change TPO. Ann. Nov. 22.
- WGER-FM (102.3 mhz) Bay City, Mich.—Seeks CP to change TL; decrease HAAT to 744 ft. and change TPO. Ann. Nov. 22.
- WGGR (105.1 mhz) Duluth, Minn.—Seeks CP to increase HAAT to 789 ft. Ann. Nov. 22.
- KTUF (93.5 mhz) Kirksville, Mo.—Seeks modification of CP (BPH-800827AB, as mod.) to increase ERP to 1.3 kw; decrease HAAT to 455 ft. and change TPO. Ann. Nov. 22.
- KQRK (98.3 mhz) Bandera, Tex.—Seeks CP to change TL; change ERP to 1.82 kw; change HAAT to 387 ft. and make changes. in ant. sys. Ann. Nov. 22.
- KKLX (96.7 mhz) Moab, Utah—Seeks modification of CP (BPH-800721AE, as mod.) to change TL; change HAAT to -631 ft. and change TPO. Ann. Nov. 22.
- WLFE (102.3 mhz) St. Albans, Vt.—Seeks modification of CP (BPH-811208AO) to increase ERP to 440 w. Ann. Nov. 22.
- WMIL-FM (106.1 mhz) Waukesha, Wis.—Seeks CP to decrease ERP to 13.1 kw; increase HAAT to 976 ft. and change TPO. Ann. Nov. 22.

TV applications

Accepted

- WTBS (ch. 17) Atlanta, Ga.—Seeks CP to install new aux. trans. and ant. Ann. Nov. 22.
- WVSB-TV (ch. 27) West Point, Miss.—Seeks MP (BPCT-800507KE) to change TL. Ann. Nov. 22.

AM action

- WGFP (940 khz) Webster, Mass.—Granted construction permit to increase power from 250 w to 1 kw; specify SL and RC; also make changes in ant. sys. Action Nov. 9.

FM actions

- *KRBD (105.9 mhz) Ketchikan, Alaska—Granted CP to make changes in ant. sys.; change TL; change SL; change type trans.; change type ant.; decrease ERP to 7 kw; change HAAT to -372 ft. and change TPO. Action Nov. 16.
- KBMI (97.7 mhz) Roma, Tex.—Granted modification of CP (BPH-810507AA) to make changes in ant. sys.; change TL; Action Nov. 10.
- *WNHS (88.7 mhz) Portsmouth, Va.—Granted CP to change ERP to 1 kw; change type trans. and change TPO. Action Nov. 16.
- *KUBS (91.5 mhz) Newport, Wash.—Granted CP to make changes in ant. sys. change TL and SL; change type trans.; change ERP to 150 kw (H); change HAAT to -538 ft. (H) and change TPO. Action Nov. 16.

TV actions

- WBMG (ch. 42) Birmingham, Ala.—Granted CP to change ERP 2,163 kw vis., 216 kw aur.; change HAAT to 1380 9 ft. and increase tower height. Action Nov. 10.
- KFTV (ch. 21) Hanford, Calif.—Granted CP to change ERP to 2,820 kw vis., 282 k2 aur.; change HAAT to 1830 ft. and change directional transmitting antenna. Action Nov. 15.
- KTBO-TV (ch. 14) Oklahoma City—Granted CP to change ERP to 1,216 kw vis., 243 kw aur. Action Nov. 15.

In contest

FCC actions

- Review Board granted two year short term license renewal to Gross Telecasting Inc. for WJIM-TV and full term renewals for WJIM-AM-FM Lansing, Mich., reversing ALJ's decision denying renewal of all three. Action Oct. 29.
- ALJ Joseph Chachkin granted Unity Broadcasting Co. of Washington State Inc. CP for new TV on ch. 16 at Everett, Wash. ALJ gave preferences to Unity over competing applicants on grounds of integration of ownership and management and diversification of ownership interests. Initial decision Nov. 2.
- FCC Telecommunications Committee authorized Metromedia Inc. to purchase paging and mobile telephone services in four largest metropolitan areas. Action Nov. 4.
- ALJ Frederic J. Coufal denied United Broadcasting Inc.'s application for renewal of license of WOOK(FM) Washington; granted District Broadcasting Co. CP for new FM on WOOL's frequency of 100.3 mhz; and denied competing application of Hispanic Broadcasting Corp. for same channel. Action Nov. 1.
- FCC Review Board granted The Global Broadcasting Group authority to operate on former facilities of WHBI(FM) Newark, N.J. on interim basis until application is granted in separate comparative proceeding for permanent operation on station's frequency. Action Nov. 16.
- FCC denied request by Defiance Communications Inc. for waiver of regional concentration rules, and dismissed application for assignment of license WONW(AM) Defiance, Ohio, from Tri-State Broadcasting Inc. to DCI. DCI's parent, Central Broadcasting Corp., operates stations within 100 miles of Defiance. Action Nov. 17.
- FCC Review Board upheld FCC ALJ's decision to award CP to North Carolina Radio Services Inc. for new FM at Elizabeth City, N.C. Action Nov. 18.
- ALJ Conlin conditionally granted application of GACO Communications Corp. for new TV on ch. 11 at Houma, La., and denied competing application of The Way of Life Television Inc. ALJ said TWL failed to establish its financial effective in 50 days unless appeal is filed within 30 days for FCC reviews it on own motion. Action Nov. 15.
- FCC Review Board affirmed ALJ Summary Decision released June 1! authorizing Son Broadcasting Inc. to establish new VHF TV station on ch. 11 at Santa Fe. Action Nov. 23.

Call letters

Applications

Call	*Sought by*
	New AM
KZMQ	KMMZ Radio Limited Partnership, Greybull, Wyo.
	New TV's
KTCO	Boulder Telecasting Corp., Boulder, Colo.
WIIM-TV	John R. Powley, Iron Mountain, Mich.
KONY	Olmstead Enterprises Inc., Thief River Falls, Minn.
WKCH-TV	Knoxville Family Televsion Inc., Knoxville, Tenn.
	Existing AM's
KZHI	KIOE Honolulu
KLEO	KWKN Wichita, Kan.
WLLT	WYYS Fairfield, Ohio
WANR	WNEU Wheeling, W. Va.
WFCL	WRJQ Clintonville, Wis.
WCKK	WAGO Oshkosh, Wis.
	Existing FM's
KEZL	KJFM Oceanside, Calif.
KSNR	KOSN-FM Thief River Falls, Minn.
WCSF	WIAK Clifton Park, N.Y.
WKXZ	WCHN-FM Norwich, N.Y.
KRCK	KLLB Portland, Ore.
WATO-FM	WETQ Oak Ridge, Tenn.
	Existing Tv
KCWS	KTWC Glenwood Springs, Colo.

Grants

Call	*Assigned to*
	New AM's
KFPS	Twenty-One Sound Communcations Inc., Salem, Mo.
KOAW	Mountain Top Radio, Ruidoso Downs, N.M.
WPRX	Gauthier and Rodriguez Radio Associates, Sabana Grande, P.R.
	New FM's
WYCE	Wyoming Public Schools, Wyoming, Mich.
KOVC-FM	Ingstad Broadcasting Inc., Valley City, N.D.
WAOZ	Cornwall Broadcasting Corp.
	Existing AM's
KTNX	KANC Anchorage, Alaska
KLTT	KBRN Brighton, Colo.
WBBE	WAXU Georgetown, Ky.
KGLD	KQRS Golden Valley, Minn.
WKZU	WLNH Laconia, N.H.
WNKZ	WJRB Madison, Tenn.
KPUB	KRWT Winters, Tex.
	Existing FM's
WCRX	WUIC Chicago
WCXK	WQTK-FM Saint Johns, Mich.
KXGC-FM	KULP-FM El Campo, Tex.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

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Vol. 103 □ No. 24

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Radio Marti, H.R. 5949, TV in Senate near death in lame-duck session □ RKO cleared for move to New Jersey □ AM stereo: Delco picks Motorola □ Paine Webber postulators

DELCO ENDORSEMENT □ Largest domestic maker of auto radio backs Motorola's AM stereo system. **PAGE 32.**

WOR-TV TO CROSS HUDSON □ FCC approves move to Secaucus, N.J., clearing way for five-year license renewal to RKO General and complying with congressional strategy to give New Jersey its first commercial V. **PAGE 33.**

SO, LONG, RADIO MARTI □ As lame-duck session winds down, chances dim for passage of legislation to establish radio service to Cuba. **PAGE 34.**

GAO PROBE OF NTIA □ Gould and Wunder say report to Hill is vindication of agency activities, but DeConcini contends it reflects poor administration. **PAGE 35.**

CABLE COPYRIGHT BITING THE DUST □ Hopes for passage of H.R. 5949 dashed by committee postponements. **PAGE 37.**

THREE OUT OF THREE □ ABC-TV affiliates join CBS-TV and NBC-TV stations in calling for repeal of syndication and financial-interest rules. **PAGE 37.**

MORE DISTANT SIGNAL RUMBLINGS □ Copyright Royalty Tribunal asks U.S. Court of Appeals to reject NCTA filing against tribunal's order for increased rates for cable. But support for NCTA surfaces from Hill as Kastenmeier enters statement at court backing cable association. **PAGE 50.**

FCC STAYS PUT □ Controversial attempts to move commission from Washington ends with new five-year lease for present headquarters. **PAGE 50.**

BREACH OF PROMISE □ Appeals court upholds FCC denial of renewal for San Diego FM that didn't live up to its word about correcting programing deficiencies. **PAGE 56.**

BLESSINGS FOR NOMINEES □ Senate Foreign Relations Committee unanimously endorses former *Reader's Digest* editor Tomlinson as VOA head. **PAGE 56.** Economist George Douglas has easy time before Senate Commerce Committee which recommends his confirmation as FTC commissioner. **PAGE 62.**

NBC, TIO ARCH BACKS □ Network and association rebut *Newsweek* piece that extols Gerbner's theory on how TV distorts reality in minds of viewers. **PAGE 66.**

WHERE MEDIA THINGS STAND □ At three-day Paine Webber conference, analysts get input on past, present and future of Fifth Estate. Advertising panelists see slowdown in rates and only modest increases in revenues. **PAGE 78.** Broadcasters concede shares may be down, but sponsors are still signing up. **PAGE 80.** Bullish attitudes, though somewhat tempered, remain in cable. **PAGE 81.** Wirth's chief counsel downplays roles of regulators in business. **PAGE 82.** Capsules of presentations at the conference by leading communications firms start on **PAGE 82.**

AAF THEME: DISCRETION □ Association's annual law conference hails explosion of new technologies, but speakers say industry must regulate itself where government is leaving off. **PAGE 84.**

FOX HUNTER IN PAY TV □ As president of 20th Century-Fox Pay Television, Andrew Wald has other studios keeping close watch on his pioneering efforts in emerging medium. **PAGE 103.**

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Public willing to pay for sports, says B&B study

While many object to removal of major events from free TV, they would pay to see them

Although 81% of men and 67% of women would be "angry" if major sports events such as the World Series, the Super Bowl and the Olympic games were taken off free television, a majority of viewers still would be willing to pay per event if these games were not available on regular television.

This is one of the highlights of a study conducted by Benton & Bowles last August (before the National Football League strike). The survey is based on 1,714 usable returns out of 3,000 households in the B&B Consumer Panel.

Underscoring the interest of viewers in major sports contests, 32% of the respondents said they would be willing to pay $3 or more for the Super Bowl; 25% would pay that amount for the final game of college basketball championships; 16% would pay for a major boxing championship and 13% for the Kentucky Derby and the Indianapolis 500. Substantial percentages said they would pay $1 to $2 for these events.

Similarly, 28% would pay $3 or more for single-day coverage of the Olympics and 20% would pay that amount for a single game of the World Series. In addition, 35% of the men and 23% of the women said they would sign up for pay-cable coverage of their favorite football team if it were not otherwise available, and 24% of men and 19% of women would act similarly for their favorite baseball team.

The majority of respondents rejected the idea of commercials appearing on a telecast for which they had paid a specific price. Only 25% said they would accept commercials if they knew it would reduce the price.

Two out of three canvassed believe the Super Bowl and the World Series still will be on free television in the next five to 10 years, while the remainder expressed the belief these events will wind up on pay cable within that time span.

The study, titled "Sports on TV: The Viewer Speaks Out," also examines peoples' reactions to athletes as endorsers. A few, such as Jack Nicklaus, Chris Evert Lloyd and Sugar Ray Leonard, scored consistently high in familiarity, likability and believability. Others such as John McEnroe, Jimmy Connors and Bjorn Borg rated high on familiarity but were below average on likability and believability. Reggie Jackson topped the list as best known, but scored only average on likability when endorsing a product and was in the bottom half on believability. □

Ratings Roundup

Finishing a stunning 3.5 points agead of second ranked ABC-TV and 5.4 points ahead of NBC-TV, CBS-TV won the 10th week of the 1982-83 prime time season, and widened its lead over the other networks in season-to-date ratings. In addition to winning Thursday, Friday and Sunday as it usually does, CBS topped ABC on Saturday (Dec. 4) with a Hallmark Hall of Fame special, *Witness for the Prosecution*, leaving ABC with wins on only Tuesday and Wednesday. NBC's broadcast of part two of its made-for-TV movie, *The Executioner's Song*, outranked by nearly six points ABC's *Monday Night Football*, a matchup between the Miami Dolphins and Tampa Bay Buccaneers, giving that night to NBC.

For the week ending Sunday, Dec. 5, CBS averaged a 20.2 rating and 31 share over ABC's 16.7/25.9 and NBC's 14.8/23. CBS's seventh full-week victory this season also advanced it in season-to-date ratings slightly, leaving it with an average 18.5/30 against ABC's 16.7/27 and NBC's 15.7/25. ABC has won one week so far this season, and NBC, boosted by five prime time World Series games, has won two.

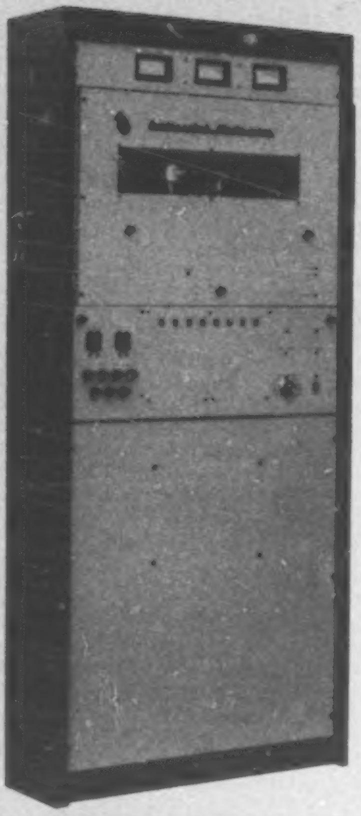
Executioner's Song (24/36) demolished *Monday Night Football* (18.5/30), giving NBC an average of 22.4/32.9 for the night against 18.5/27.1 for ABC and 17.9/26.1 for CBS. On Saturday, *Witness for the Prosecution* (19.1/31) overshadowed ABC's usually winning lineup of *Love Boat* (17.7/28) and *Fantasy Island* (16.3/28), giving CBS an average for the night of 17.8/29 over ABC's 16.4/27 and NBC's 11.5/18.9.

The First 20

1.	*Dallas*	CBS	28.3/45
2.	*All-Star Party for Carol Burnett*	CBS	25.9/38
3.	*Three's Company*	ABC	24.5/36
4.	*60 Minutes*	CBS	24.3/37
5.	*Circus of the Stars*	CBS	24.3/37
6.	*NBC Monday Night Movies*—"The Executioner's Song, Part II"	NBC	24.0/36
7.	*M*A*S*H*	CBS	23.8/33
8.	*Falcon Crest*	CBS	22.8/39
9.	*G.E. Theatre*—"Something So Right"	CBS	22.6/36
10.	*Simon & Simon*	CBS	22.3/34
11.	*Magnum, P.I.*	CBS	21.9/34
12.	*Laverne & Shirley*	ABC	21.9/32
13.	*Happy Days*	ABC	21.2/32
14.	*Newhart*	CBS	20.7/29
15.	*Dynasty*	ABC	20.6/32
16.	*9 to 5*	ABC	20.0/30
17.	*Hallmark Hall of Fame*—"Witness for the Prosecution"	CBS	19.1/31
18.	*Little House New Beginning*	NBC	19.1/27
19.	*Hill Street Blues*	NBC	18.8/31
20.	*Knots Landing*	CBS	18.5/31

The Final Five

64.	*Gavilan*	NBC	10.6/16
65.	*St. Elsewhere*	NBC	10.5/17
66.	*Star of the Family*	ABC	10.2/16
67.	*Voyagers*	NBC	10.0/17
68.	*Devlin Connection*	NBC	8.7/15



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Paine Webber media seminar searches for answers

Broadcast, advertising, cable and government regulators meet to discuss the Fifth Estate's future

Whether the medium is the message may still be open to debate—but there can be no doubt that messages about the media are in high demand. Witness the attention generated last week by The Tenth Annual Conference on the Outlook for the Media sponsored by Paine Webber Mitchell Hutchins. The three days of discussion and presentations that Paine Webber analyst J. Kendrick Noble Jr. hosted in New York were largely for the benefit of other analysts and money managers who follow the various media businesses. Monday's sessions included panels on broadcasting and cable as well as newspapers, magazines and data-based industries; the next two days were devoted to reviews by individual companies of their businesses and outlooks. Some measure of the importance those companies accord the conference can be gleaned from the roster of speakers, who included the chairmen or presidents of Gannett, Harte-Hanks, Multimedia, Knight-Ridder, Affiliated Publications, Dow Jones and Cox Communications, among other media concerns.

Revenue increases in the 12% to 14% range are virtually "signed and sealed" for the three television broadcast networks in 1983, but the spot television market can't expect a continuation of this year's pattern, when 22% revenue gains in the first quarter helped generate a 15% increase for the full year over 1981. That was the word McCann-Erickson USA's Robert Coen gave the conference.

Coen also said stations "from here on out will find the days of getting double-digit rate increases" for national spot buys are gone. And although 1982 proved an "abnormally good year for spot," Coen expects total national spot dollars in 1983 to be up only 6% to 8%, the same level of increase he expects for national radio advertising.

Reviewing the 1982 revenue gains of the various media, Coen presented his latest estimates in the charts on page 80. He noted that the 15% spot growth was a "real surprise," reflecting "a lot of spillover from network," with the radio, magazine and newspaper national numbers not quite as good as expected. The 16% direct mail jump was another "big surprise." Although local television experienced an 11% climb, the overall local advertising growth of 6.6% was "not the kind we were looking for," Coen said. His forecast for 1982 had included an 11.9% local gain. Total advertising is likely to end the year with a 9.5% increase to $67.33 billion, less than Coen's year-ago prediction of an 11.7% climb.

In assessing the advertising picture, Coen noted that while 1982 wasn't as bright as he and others anticipated, it did log exceptional performance when compared with the general economy. Coen attributed that to several factors, a primary one being the first use in a recession of large advertising expenditures as a means of inventory control—car manufacturer rebate promotions, for example. Political advertising, strong new product introductions and heavy competitive spending to protect market share were other factors. Coen's listing of changes in spot TV expenditures by product category demonstrates those points—automobiles and airlines increased their spot spending 29% and 26%, respectively, in the first nine months of 1982; pet foods, 36%; consumer electronics, including video games, 112%.

Looking ahead to 1983, Coen expects advertising to be "a shade better" than growth in the gross national product, 9.2% to the GNP's 9%. He is looking for total broadcasting, in that framework, to increase 11%; national print 8%; other national advertising 10%, total local 8.3%. Those aren't great numbers for the media. Coen thinks 1983 may well see the smallest percentage gain in total advertising since the mid-1970's. But he also expects economic recovery to be in the cards for 1984, and says that year might well turn out to be a "mini-1976" (when advertising advanced 19.5%).

Joining Coen on the advertising panel were Ogilvy & Mather's Ken Caffrey, and J. William Wardell, of Doyle Dane Bernbach International. Caffrey focused his attention on developing trends in advertising, particularly the increased use by advertisers of marketing information to formulate more efficient, albeit complex, media plans. Advertisers, he said, "are demanding accountability—they question in detail how their dollars are spent." Aware of both the changes taking place in American society, and the state of "flux" in which the advertising media find themselves, advertisers are looking hard to see if their advertising is effective. One specific trend Caffrey sees is that for many advertisers local advertising has replaced network. In the question and answer session that followed he also suggested "the industry may begin a major swing back toward the radio medium by national advertisers," as part of

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Anne Mulligan, host of America's Best.

followed he also suggested "the industry may begin a major swing back toward the radio medium by national advertisers," as part of an approach to declining TV network shares.

Doyle, Dane's Wardell devoted his remarks to "creativity"—creativity and hard work on the part of agencies in making an advertiser's dollars go farther by securing favorable positioning, such as timely juxtapositions of advertising and editorial content.

TV: shares may be down but advertisers keep flowing in

Broadcasting's prospects were examined from several levels by a panel that included CBS/Broadcast Group vice president, research, David Poltrack; Gannett Broadcasting President Alvin G. Flanagan; Gary Stevens, president of Doubleday Broadcasting, and Warner Bros. Television's Executive VP Ed Bleier.

Paine Webber's advertising analysis

National advertising—1982 vs. 1981

	1981	1982	% change
Network TV	$ 5,575,000,000	$ 6,275,000,000	+ 13
Spot TV	3,730,000,000	4,290,000,000	+ 15
Radio	1,109,000,000	1,185,000,000	+ 7
Magazines	3,533,000,000	3,745,000,000	+ 6
Newspapers	2,729,000,000	2,975,000,000	+ 9
Direct mail	8,918,000,000	10,345,000,000	+ 16
Other media	8,846,000,000	9,670,000,000	+ 9
Total	$34,440,000,000	$38,485,000,000	+ 11.7

The Outlook for 1983

	1983 over 1982	% change forecast
National broadcast	$13,015,000,000	11
National print	7,225,000,000	8
Other national	22,065,000,000	10
Total national	42,305,000,000	9.9
Total local	31,245,000,000	8.3
Grand total	$73,550,000,000	9.2

Poltrack argued for "the continued vitality of the network television medium" and projected that 1982 network revenues would close the year up "in the high single digit range" with a 12% to 13% increase in 1983. The network researcher then turned his attention to network advertising vitality and network share erosion.

Recession, he said, hasn't slowed "the dynamics of the network television marketplace." In the first half of the year, Poltrack said, 54 new advertisers came into network television, as many as did in all of 1980. Since 1980, 15 new product categories have appeared on network television, with others such as video games becoming major advertisers. In this year's upfront selling season 26 new upfront advertisers added $200 million new network dollars, six advertisers doubled their 1981-82 commitments, and 11 more upped theirs 50% or more. Upfront selling, he said, grew 24% from the previous year, or $400 million. Fourth quarter selling, Poltrack added, is strong, and first-quarter scatter "has broken early and also looks promising."

Turning to efficiency and share erosion, Poltrack said that: Season to date, prime time network share is down from 86% the year earlier to 82%, attributable in part to the football strike, and also to election night, where a 50% network share compared with 83% that night the year earlier. Adjusting for those factors, Poltrack said "real" network decline was 2 to 3 share points, and he projects a 1982-83 full season share of 78% against the previous season's 80%.

Poltrack said those figures are in line with the network's projection of 70% three network share by 1990, when he expects 85% of the country to be wired for cable. And he added, CBS even thinks that a reversal of the share erosion trend may occur by then, and is preparing a "full presentation" on the subject.

As to the efficiency of network advertising, Poltrack suggested that "advertising decisions are made on a cost/benefit basis as opposed to a strict audience-per-dollar basis," and that network ad impressions have different values for different advertisers. As the economy rebounds, he argued, each network impression increases in value, as the audience's discretionary income increases. New marketers wishing to tap those dollars will more than make up for "the revenue lost due to the abandonment of the medium by those marketers that find the cost of network television exceeding the benefits derived from that advertising," he claimed.

There's still nothing to replace network advertising, Poltrack maintained—his figure is that "last season's 80% prime time network share translated to an 87% share of audience impressions for sale to advertisers" and that a 70% share in 1990 will "translate to an 80% share of audience impressions."

Poltrack closed by saying "the networks are not indifferent to the advertisers concerns," and CBS, he said, is addressing those concerns three ways—internal cost controls, multi-daypart selling, and aiding advertisers with research.

Gannett's Flanagan continued something of a similar theme, saying that television advertising dollars "are not allocated as a percentage of retail sales" but on the basis of a combination of such factors as market size, brand needs, number of distribution outlets in an area. Television, he said, "is not an advertising medium—it's actually the best sales person on a company's staff," and large companies "cannot afford to cut advertising during a sales slump."

Flanagan turned to his figures for this year, saying television revenues in total will be up 14% to 17%; national spot increases will be up 10% to 16% at stations, with the average increase 13%, and local revenues up 13% to 15%, with the average 14%. Looking at 1983, with most analysts predicting recovery, Flanagan said stations will be up 10% in the first two quarters, with recovery during the year leading to 15% to 17% increases for the full year. Recovery, he said, "will be felt more locally than nationally, and local will be up more than national spot" next year. Not only that, but "as television advertising continues its growth in 1983 into the years to come," Flanagan predicted "the value of television stations will increase" as well.

The outlook for the radio side of the business isn't quite as rosy, in the view of Doubleday's Stevens. Revenues are up, but profits down, he noted, and that the margin shrinkage problem is one "no noninventory, noncapital intensive business should have."

Part of the difficulty, Stevens maintained, is that there are few "radio only" companies in the business—with most major radio

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groups owned by "big television companies," but with the mechanics of the two industries vastly different. For example, he said, in radio, "you can spend five to six years building a station, and lose it all on two bad ratings books" something that would never happen in television. While cost control is essential in a business dependent on margins, "there's a lot of runaway promotion piling up on the expense line" of many radio operations—local radio, Stevens noted, is the fourth or fifth largest local television advertiser.

Aside from local radio, radio networks are "collectively losing money" Stevens said, and rhetorically asking "is cable bleeding radio revenues?" he answered "I couldn't agree more." Stevens particularly mentioned that next year he expects to see some diversion from radio of record industry advertising to Warner Amex Satellite Entertainment's MTV cable rock music network.

Finally, Stevens said that radio today "is an asset play, not an investment play." Where some companies are "cashing in their chips," others, including Doubleday, are stepping up to take their place, believing that radio is a good business. Doubleday will, however, "thin out our AM holdings" Stevens said, and is prepared to sell properties for book value or less. But overall, "the ball game for radio today is where it was—in the margins."

Ed Bleier of Warner Bros. Television approached the future of the broadcasting business by suggesting issues for consideration, rather than offering answers. Factors that have to be "cranked into" projections, Bleier said, are the impact of the recent Copyright Royalty Tribunal decision on cable royalty payments; whether the economics for ad hoc networks or a fourth network are changing, as cable expands the reach of UHF stations and advertisers continue to seek alternatives to the three networks, and "at what point does an affiliate want to chart its own destiny?"

Bleier further argued that the networks have "made a strategic mistake" in pushing for the recision of financial interest and syndication rules, a mistake that's causing a "schism between the networks and their suppliers." And he predicted "substantial efforts to create alternatives to our principal customers" on the part of program producers, if those rules are repealed.

Cable: bullish attitudes, although slightly tempered, remain

Varying perspectives on the cable industry's future were provided attendees of the Paine Webber conference by representatives of three cable operators and the largest pay service, HBO.

HBO President James Heyworth began the discussion by saying that consumer demand for pay services has risen faster than that for basic cable, with the current industry ratio of pay to basic 65%.

Noting that improved reception is not the key to pay cable demand in urban areas, Heyworth said "multiplicity of choice is what fuels the growth." There's a "revolution well under way" in pay cable—multipay—Heyworth claimed, adding that by year end 75% of HBO subscribers will be in multipay markets. Differentiation of the several pay services will be a key to their success in the future, Heyworth maintained, and they'll need exclusive programing to achieve that—sports and specials as well as "a substantial number of major movie exclusives." Heyworth candidly noted that "the financing clout of HBO is a key factor" in its ability to achieve that end. (Heyworth's network, along with Columbia Pictures and CBS, a week earlier anounced a joint venture to produce films, with a pay exclusivity provision for HBO [BROADCASTING, Dec. 6]).

Looking at the separate issue of advertiser-supported cable, Heyworth noted it's been slow to develop, saying that's because "everybody forgot the fundamentals"—that even with a 15-million subscriber base, the 1 or 2 ratings basic cable networks are pulling only deliver 300,000 viewers and that "as CBS Cable sadly found out" expensive programing can't be produced for such audiences if advertisers are expected to foot the bill.

Vertically programed basic cable serivces—news, sports, etc.,—will do OK," Heyworth said, but he also predicted that ad-supported cable channels will develop into "a place to see older TV series and movies." The business plan for USA Network, in which HBO's parent, Time Inc., holds a third interest and which HBO markets, in fact calls for it to "pick up old off-network series."

While USA has in the past also been said to be an eventual vehicle for pay-per-view for Time and partners MCA and Paramount, Heyworth's comments to the conference last week were that "pay-per-view will play a sec-

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ondary role to subscription cable services" given the "elegant efficiency" of subscription service and the limited product Heyworth considers suitable for pay-per-view.

Capital Cities Communications, in the words of William H. James, senior VP, cable TV operations, is "bullish on cable" with some caveats—that systems be "mid-size" and acquired "at the right price." James thinks there's room for continuing growth in subscriber levels even after a system has been fully marketed, and said a 65% basic penetration level "is not an impossible target."

Capcities has been seeing "a lot of churn in multipay," but at the same time is finding that while pay-to-basic levels eventually back down somewhat in new builds, rebuilt older systems are experiencing pay growth and "the two numbers are coming closer together."

On system pricing, James said he sees some indications that asking figures for existing systems are coming down."Some people are overextended," he suggested, adding "like in real estate the second person in may do better" with a given property.

By mid-1985, Capital Cities will have only 5% of its base with fewer than 35 channels of service, and will spend $50 million to achieve that. For now, the company is finding "the early returns of rebuilds very exciting," yielding not only increased pay penetration, but basic lift as well.

The New York Times Co. view of cable was provided by David MacDonald, group director, Times Cable Group, who called cable "really a simple, down-to-earth business."

MacDonald was bullish on HBO, saying "you have to have HBO," and that with four pay offerings—HBO, its companion, Cinemax, a pay sports package and the Entertainment Channel—churn in the Times's New Jersey systems is "trending down," the reverse of the national experience.

The Times also sees a "tremendous potential" in pay-per-view, one that's not limited to "blockbuster" events or movies. MacDonald said individual sporting events and professional educational programs hold that potential.

Some support for large urban systems was offered by John Dillon of Cox. "One reason we're active in franchising," Dillon said, is that "we can use all the tax benefits." In 1982 Cox "had an appetite for tax benefits that went beyond what the cable unit generated."

Washington: Hill says business' business won't be in capital

For those analysts attempting to assess the impact of federal regulators and legislators on the Fifth Estate, David Aylward, chief counsel to the House Telecommunications Subcommittee, posed a solution. "We're not very important," said Aylward, at least not now.

Aylward gave that advice last week to media analysts attending the 10th annual media-outlook conference in New York sponsored by Paine Webber Mitchell Hutchins Inc.

He told the analysts that their assessments and conclusions should be based on "smart or not-so-smart investments and management decisions" from within the industry itself. Not that Washington should be ignored, he said, but for the most part analysts should make their recommendations based on management and product-related concerns.

Federal policies in place today governing the mass media, "are not that intrusive," said Aylward. "Their removal won't have great impact."

He said the FCC "wants to deregulate in the worst way—they have the votes, but no power." He praised the Fowler commission, however, for avoiding the protectionist policies of past administrations, as evidenced by the commission's recent decision eliminating restrictive rules on STV subscription television broadcasting.

And if it promotes diversity, Aylward suggested, deregulation may be desirable. As an example, he cited radio. "There's a consensus that it's a competitive industry," he said. And that, coupled with the apparent willingness of radio broadcasters to pay a mild spectrum fee, may lead to radio deregulation in the next Congress, he said.

Television, however, is another matter. Aylward noted that his boss, Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, does not believe that the television business is competitive. "Others are moving in," Aylward acknowledged, "but they're not there yet."

Aylward also suggested that trade groups, such as the National Association of Broadcasters, may now be persuaded to consider real compromises on deregulation issues. With a Republican Senate aligned with the Reagan administration, "they thought their wish list for the next 10 years would be granted," he said. "It didn't happen and it won't happen."

News vignettes from Paine Webber

The Spotlight partners have, for the present, rejected all "overtures" to link up with other pay cable services; Harte-Hanks is looking to sell two radio stations; Multimedia is set to announce production of a two-hour special starring Ronnie Milsap, and Knight-Ridder has an agreement to explore teletext with the *Seattle Times*. Those were some of the news items sandwiched in amongst a wealth of statistical information and expressions of business philosophy provided by the extensive roster of companies which made presentations last week during the three days of the Paine Webber conference on "Outlook for the Media."

Some of the highlights of those presentations:

Cox Communications

Putting in his first conference appearance as chairman of the Cox Communications (nee Cox Broadcasting) Clifford Kirtland spoke of the "positive changes" the company experienced this year. As detailed by vice president, finance, John Dillon, the changes included a projected 27% revenue increase for 1982, to over $500 million, with earnings per share expected to be up 14% to $2.30 or $2.35. Broadcast revenues should be up 18%, operating income 15%; cable revenues up 39%, operating income 23% for the year.

Kirtland walked the analysts through the broadcasting numbers—local revenues up 16% for the first nine months, national spot up 22% in that period. Ratings at Cox's television properties are "solid," he said, and while radio revenues were off somewhat because of a national spot shortfall the group still had "excellent margins and cash flow." Some Cox radio operations are undergoing "rebuilding" and the popularity of the Schulke radio syndication arm, which has suffered slippage in popularity of its beautiful music format, is conducting research to "bring beautiful music back."

Cox's STV operation in St. Louis "has not met our expectations," Kirtland said, though the corporation takes some comfort in the "consumer preference for cable" the situation seems to indicate. He also referred to the "synergies" of the company's rep firms—Christal, TeleRep and CableRep—calling TeleRep "the best performing profit center in the company this year." But it was later noted the company has ratcheted back its forecasts for CableRep to $8 million to $10 million revenues seven years out.

Cox Cable President Robert Wright conducted a detailed discussion of that unit's operations, noting that subscriber growth in 1982, though "good," was below initial projections. This year was plagued with disconnects, bad debt and construction delays, as well as a significant churn problem caused by a combination of Cox's aggressive selling of pay services and consumer perceptions of duplication. Cable revenues for 1982 will be $188.5 million, he estimated, with earnings hitting 30.5 million.

One effort on which Cox is embarked is a new marketing, packaging and pricing program, Wright said, designed to increase revenues and decrease churn.

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Times Mirror

Broadcasting has been "the beacon and the highlight of the Times Mirror operating performance" for the last two years, company Vice President and Treasurer Stender Sweeney told the media conference attendees, in introducing Times Mirror Broadcasting President John McCrory. McCrory reviewed the "unusual year for spot" that was 1982, with football's negative impact offset by hefty political spending. The average industry estimates of 14% full year spot improvement have been "close to our experience," he added. And he recited the Television Bureau of Advertising's 1983 estimates of 13% to15% local advertising gains, 12% to 14% in national spot. On the whole, McCrory is "very sanguine" about 1983.

Meanwhile, Greg Liptak, executive vice president of Times Mirror Cable Television, said he sees as a top 1983 priority in the buildout of five major new build projects and improving margins in the 61 systems in 16 states through which Times Mirror now serves 800,000 basic subscribers.

It was Liptak who provided the word that the MSO's in partnership in the Spotlight pay cable network "as late as last Thursday" saw "no reason to change the major objectives" of the partnership, although they will "continue to listen to suitors." Liptak put breakeven for Spotlight at 1.5 million subscribers, which the partners believe will be achieved in 1983. Spotlight now has 700,000 subscribers.

Knight-Ridder

Knight-Ridder Newspapers announced last week that it has come to an agreement with the *Seattle* (Wash.) *Times* to form a joint videotext venture, comparable to agreements already reached with the *Boston Globe*, the *Baltimore Sun* and Capital Cities newspapers in Fort Worth and Kansas City, Mo. That means that the Seattle paper will monitor Knight-Ridder's videotext experiment in south Florida, scheduled for late 1983, and then make a decision on whether to proceed with the planned joint venture in its home city.

The announcement came during the Paine Webber conference.

James Batten, president of Knight-Ridder, told analysts attending the conference that his company has spent between $26 million and $27 million on Viewtron, Knight-Ridder's videotext service, since 1979, and will spend another $8 million in 1983. He said the 1983 expenditures on Viewtron may cost stockholders about 12 cents per share but characterized the expense as a "good risk that should pay off handsomely in the late '80's and beyond."

Batten said Knight-Ridder will complete its initial obligation toward its joint cable venture with Tele-Communications Inc. to purchase cable systems with a total of 110,000 subscribers in 1983. So far the venture has bought systems in central and southern New Jersey totaling 90,000 subscribers and will purchase a Rockland County, N.Y., system next year with about 20,000 subscribers. Knight-Ridder's half interest in the venture at that point will total $55 million.

By the end of 1982, Batten said company revenue from its five television outlets would total about $43 million, up 8%, and that operating profits should be up by 4% to 6%. In 1983, he said that revenues should be up another 6% to 7%, while earnings are expected to increase by 7% to 10%. "And if the economy picks up," those figures may be higher, he said.

Knight-Ridder is also getting into the cellular radio business. It has applied for Florida franchises in Orlando, Jacksonville and Miami and will apply for West Palm Beach in January.

Gannett

Gannett Co. Chairman and President Allen H. Neuharth said he apologized for the surprise he delivered to some analysts attending the Paine Webber media conference last week. Contrary to some of their predictions, *USA Today*, Gannett's satellite-distributed national newspaper, had not yet "gone belly up." That wry opening preceded a detailed examination of *USA Today*'s progress and the state of the other aspects of Gannett's operations.

The total company, according to Neuharth, expects revenues to top $1.5 billion in 1982, up 10%, with broadcasting revenues in particular up 16% for the year. Television revenues gained 14% this year, radio 25%, with the latter's profits up "much, much more." Gannett's video production efforts are expanding, adding the 50/50 venture with Telepictures in the syndicated *Newscope* project to Gannett's half interest in *The MacNeil-Lehrer Report* production company and other projects, and the unit is "making money," according to Neuharth.

The $170 million total cost to Gannett of its three trade-ups and acquisitions in television ownership will yield an increase in its audience base from 3.6 million to 7.8 million—the fourth largest broadcast audience grouping after the three networks' owned station holdings.

And yes, as analysts were told, that means Gannett is doubling the audience base it gained through its purchase of Combined Communications, for half the price. However, Neuharth was quick to add, the $340 million Combined merger included outdoor advertising and newspaper properties that he said together accounted for 60% of that price.

Harte-Hanks

The recession lead Harte-Hanks to closely evaluate all its operations, President Robert G. Marbut told the Paine Webber conference Tuesday, with an eye to improving mainstream operations and eliminating marginal areas. That's going to mean Harte-Hanks will look to dispose of two radio properties in the markets where it operates only one station—Memphis and Birmingham, Ala. But that policy and the at times "traumatic" realignments the company has made in the past year in its radio division have left the eight other stations in a "much stronger" position today.

In television, the company's policy, called "III R," focused on "smart pricing and programing during the political year" so that 80% of incremental revenues dropped to the bottom line. In October, the Harte-Hanks television stations carried $1.5 million in political advertising.

Looking to next year, Harte-Hanks expects broadcast revenues to grow 7% to 11%, the group's payroll expenses to climb 6% to 9% and film and other expenses to increase 9% to 12%.

The decision to divest the two radio stations was not, the company said, tied to the capital commitment it has earmarked for expansion of its cable operations. In that business, Harte-Hanks currently owns systems passing 62,500 homes, with 26,500 subscribers. It also has an

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option to purchase other systems it manages, with the option beginning in June 1984, although the company declined to put a price on that option.

Multimedia

Multimedia is looking for 1983 to yield 17% to 19% growth in revenues, and to "bring a good share of that to the profit line." That was the word President Walter Bartlett and Vice Chairman Donald J. Barhyte had for Paine Webber's conference. Broadcast revenues should advance 10% to 12% in the next year, with radio up 15% and television up 10% to 11%.

In addition to the Ronnie Milsap special, Multimedia plans to add a third country series to its syndicated lineup for 1983. And with *Donahue* now in 210 markets, Bartlett noted that the deal Multimedia has crafted for inserts by Phil Donahue for ABC's *Last Word* series "more than replaces" the revenues that had been generated by such inserts for NBC's *Today*.

The expansions of Multimedia's cable operations show up in the company's capital budgeting for this year and next. In 1982, the company will have spent $18 million on cable out of a total $31 million capital program; next year $16 million of a $30 million budget is earmarked for cable. Multimedia expects to close 1982 with 190,000 subscribers, making it the 25th largest MSO, with revenue per subscriber averaging $20.10 a month, the seventh highest in the nation.

Of particular interest to the analysts was Multimedia's discussion of the workings of a regional pay sports operation it has set up with three Kansas basketball teams. The company said it got a 15% pay-to-basic penetration with a package of 15 games sold to consumers at $78 and commercial establishments for $750.

And while the company is active both in program production and cable, it has no intentions now to sell its programing to cable—and won't, "not until they pay enough."

Dow Jones

Dow Jones, with its principal operations firmly rooted in publishing, notably *The Wall Street Journal*, has weathered the recession rather well, analysts heard last Wednesday at the Paine Webber media conference.

At the same time, the company managed to secure $20 million worth of radio and television commercial time, as tallied by President Ray Shaw, through per inquiry advertising for which it only pays commissions on inquiries, and in exchange for the barter programing it makes available to broadcast stations. The company separately packaged a major market live news broadcast for television, which it sells to national advertisers, but even that helps to get *The Wall Street Journal* name reinforced throughout the day and night.

Dow Jones Information Services President William Dunn provided some further rundowns of the company's varied efforts in electronic media, noting that the on-line Dow Jones News Information Retrieval Service now serves 55,000 customer terminals, up from 30,000 last year, and has expanded the agreements it had with 10 MSO's to introduce the service via cable to systems passing 360,000 homes to cover 20 MSO's and 1.25 homes passed. The week earlier, Dunn noted, that service was inaugurated in another cable system in Fort Lee, N.J. By 1986, Dunn said, the company thinks it will have 250,000 on-line customers for its service.

As to whether Dow Jones might introduce a service similar to the Financial News Network, Shaw told one analyst that a daytime service "is not an area top on our priority list." The company thinks it can reach a larger audience with its current strategy of aiming for the evening and drive time radio markets.

Affiliated Publications

John Giuggio, president and chief operating officer of Affiliated Publications, publisher of the *Boston Globe* and group radio owner (five AM's and five FM's), told analysts attending last week's Paine Webber conference that the company's broadcast revenues for 1982 would total $15 million. And revenues for 1983, he said, would probably increase by about 10%.

Affiliated has a joint 45% interest in McCaw Communications, a Bellevue, Wash., MSO. The two companies have entered into a joint venture to purchase cable systems in southern Oregon, which together with the McCaw holdings, will give Affiliated a stake in 100,000 cable subscribers, said Giuggio, and perhaps 225,000 subscribers by 1985. Revenues for McCaw in 1983 are projected at $20 million, with an additional $10 million for the joint venture. The cable MSO is also involved in the radio common carrier business and has interests (in whole or in part) in cellular radio applications for six markets, and will apply for another four markets in March 1983.

Affiliated's *Boston Globe* also has a joint venture with Knight-Ridder Newspapers which may result in the startup of a videotext service in the Boston market, pending the outcome of Knight-Ridder's planned videotext trial in southern Florida in 1983. If that experiment goes well, Viewtron New England would be launched in the fall of 1984.

UPI raises rates 6.3%

United Press International announced last week that it is increasing its service rates for both print and electronic media clients by 6.3%, effective January 1983, the lowest annual increase in 20 years, it says. During that time the annual rate increase has ranged between 9% and 10%. (Several weeks ago, the Associated Press announced that it was increasing its rates by 9.5% [BROADCASTING, Nov. 22]).

"UPI will need new revenues in 1983," said Thomas Beatty, vice president and general sales manager of the wire service, "but a big assessment is not the answer during this recession, which has affected the entire news industry. It's hoped that those revenue needs can be met by adding a sufficient number of new clients in the coming year."

In a letter to subscribers, Beatty said that improvements in the UPI product were planned for 1983. A UPI spokesman explained that meant the opening of additional news bureaus and the introduction of new topical features on the news wires.

The company is spending about $11 million to convert to satellite distribution, including the installation of 2,000 earth stations, 600 of which have already been installed. The remaining 1,400 should be in place by the end of 1983. With the satellite system in place, UPI believes it can save half of the $14 million it now pays annually for long-line service.

In the last four months, UPI has generated $2.5 million in new business commitments. The company was purchased from E.W. Scripps Co., by Media News Corp., last June (BROADCASTING, June 14). ☐

AAF conference: Future in self-regulation

Sixth annual advertising law conference points to explosion in new technologies as boon to advertising but, say speakers, industry must regulate itself where government leaves off

For advertisers, the time ahead would appear to hold bright promise. The proliferation of telecommunications technologies should be a boon. So should the present tendency of government to deregulate. But a little freedom, it seems, goes a long way. It would be well for broadcasters and advertisers to engage in self-regulation.

That was the message that came through in the American Advertising Federation's sixth annual advertising law conference, in Washington, last week. And it wasn't only talk of self-regulation that provided a sobering note for the 120 who attended. A representative of the Federal Trade Commission, written off as a toothless tiger under Chairman James Miller, warned against believing "the misperceptions" regarding the agency he said are current. And AAF President Howard Bell was worried that the legislative veto Congress adopted in 1980 to curb the rambunctious FTC under Michael Pertschuk might be declared unconstitutional by the Supreme Court.

FCC Chairman Mark S. Fowler and Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, both talked of the benefits advertisers would derive from the explosion in telecommunications technologies. "With the growth in new technologies over the next decades," Fowler said, "the voice of advertisers will become more powerful."

And both talked, also, about the glories of the marketplace as against government regulation, although Fowler is willing, while Wirth is not, to consider extending the deregulation the commission has granted radio—elimination of guidelines regarding commercial time and nonentertainment programing is part of the package—to television. Wirth does not think the video market is sufficiently competitive.

The conference occurred in the wake of a federal judge's acceptance last month of the consent decree that ended the Justice Department's antitrust suit against the National As-dent (50.5%) and three others. (BAL-820927FO). Action Nov. 24.

Facilities changes

AM Actions

- KUET (710 khz) Black Canyon, Ariz.—Granted modification of CP (BP-800311AC) to change hours of operation by adding 1 kw-N, DA-2; major environmental action under section 1.1302. Action Nov. 23.
- KAYT (970 khz) Rupert, Idaho—Granted CP to increase power to 2.5 kw and correct TL and SL. Action Nov. 19.
- KXLA (990 khz) Rayville, La.—Granted CP to change hours of operation to U by adding 250 w-N; increase D power to 1 kw; install DA-2; change TL, and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 23.
- KERR (750 khz) Polson, Mont.—Granted CP to change frequency to 750 khz; increase critical hours to 50 kw; change from DA-2 to DA-N. Action Nov. 24.
- KVEG (1400 khz) North Las Vegas—Granted modification of CP (BP-781103AL) to augment N directional pattern. Action Nov. 23.
- WCEL (990 khz) Southern Pines, N.C.—Granted CP to increase power to 1 kw. Action Nov. 24.

FM actions

- KNTO (95.9 mhz) Livingston, Calif.—Granted modification of CP (BPH-790117AB) to change station location; change TL and respecify SL and RC. Action Nov. 19.
- *WWEV (89.5 mhz) Cumming, Ga.—Granted modification of CP (BPED-800616BA) to make changes in ant. sys.; change type of trans.; change type of ant.; correct geographical cooridnates to read 34 14' 04" and 42 09' 42". Action Nov. 17.
- WMRI (106.9 mhz) Marion, Ind.—Granted CP to change TL; change ERP to 50 kw and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 20.
- KSOF (91.1 mhz) Wichita, Kan.—Granted CP to change TL; increase HAAT to 345 ft., and make changes in ant. sys. Action Nov. 17.
- WUSM (91.1 mhz) North Dartmouth, Mass.— Granted CP to increase ERP to 1.209 kw. Action Nov. 17.
- WMBN-FM (96.7 mhz) Petoskey, Mich.—Data filed 8-24-82 in accordance with FCC's first report and order adopted 11-30-81 and released 12-3-81 in Doc. 81-504 showing proposed operation on frequency of 96.3 mhz and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 24.
- KIEE (100.7 mhz) Harrisonville, Mo.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 664 ft., and change TPO; major environmental action under section 1.1305. Action Nov. 16.
- KQNM (93.7 mhz) Gallup, N.M.—Granted CP to change ERP to 61.5 kw and change HAAT to 162.4 ft. Action Nov. 19.
- WDJQ (92.5 mhz) Alliance, Ohio—Granted CP to change TL; increase ERP to 20 kw; increase HAAT to 500 ft., and change TPO. Action Nov. 23.
- KPRB-FM (92.7 mhz) Redmond, Ore.—Data filed 7-9-82 in accordance with FCC's first report and order adopted 7-9-81 and released 9-17-81 in Doc. 81-438 showing proposed operation on frequency of 102.9 mhz; decrease ERP to 2 kw; increase HAAT to 354 ft., and change TPO. Action Nov. 23.
- WQLO-FM (98.7 mhz) Beaufort, S.C.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 597 ft., and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 19.
- KWLW (93.9 mhz) San Angelo, Tex.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 698 ft., and make changes in ant. sys.; major environmental action under section 1.1305. Action Nov. 19.
- WIZM-FM (93.3 mhz) La Crosse, Wis.—Granted CP to change TL; increase HAAT to 1,021 ft., and change TPO. Action Nov. 17.

TV actions

- WSTE (ch. 13) Fajardo, P.R.—Granted MP (BPCT-2439, as mod.) to change ERP to 170 kw visual, 17 kw aural, and change HAAT to 2,825 ft. Action Nov. 10.
- KBTX-TV (ch. 3) Bryan, Tex.—Granted CP to change ERP to 70 kw visual, 7 kw aural; change trans.; and make changes in ant. sys. Action Nov. 17.

In Contest

FCC actions

- FCC granted Waters Broadcasting Corp. CP for new FM on 105.3 mhz at Hart, Mich., thereby reversing Review Board decision which granted CP to competing application of West Michigan Broadcasting Co. Review Board based its award on West Michigan's management integration proposal and local residence and past civic participation of its principals. Although Review Board considered Waters' 100% female minority ownership advantageous, principal lived in Muskego, Mich., 30 miles from Hart. FCC said Board did not give enough credit to Waters for local residence and past participation in civic-activities, and should not have held West Michigan's enhancement for local residence and civic activities of its principals above Waters' enhancement for minority and female ownership. Action Oct. 21.
- FCC Review Board granted Hassayampa Broadcasting CP for new FM on 105.5 mhz at Wickensburg, Ariz., and denied competing application of Shoblom Broadcasting Inc. Review Board affirmed ALJ Byron Harrison's decision which found Hassayampa superior on grounds of diversification of media interests [Shoblom owns KUUK(AM) Wickensburg] and integration of ownership with management. Action Nov. 23.
- FCC granted New England Broadcasting Inc. limited access to attachments to letter withheld under Freedom of Information Act in FCC's investigation of relationship between Robert R. Rowell, former president and owner of WMOU(AM)-WXLQ(FM) Berlin, N.H., to interim operator of stations, Community Broadcasting Association of Berlin Inc. Action Nov. 24.
- FCC renewed license of WAVS(AM) Fort Lauderdale after determining licensee had not made misrepresentations to FCC or transferred control of station without authorization. Action Dec. 2.
- FCC denied request by Faith Center Inc. to disqualify ALJ presiding in comparative renewal case involving KVOF-TV San Francisco. Action Dec. 2.
- FCC denied without comment Loyola University's application for review of staff decision that Loyala lacked standing to participate formally in Conroe, Tex., AM radio comparative proceeding. Action Dec. 2.
- FCC denied Anthony B. Martin-Trigona review of Broadcast Bureau dismissal of his petition for reconsideration with respect to licensee renewal applications of WTNH-TV New Haven, Conn., and WPRO-AM-FM Providence, R.I. Action Dec. 2.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

**Special temporary authorization*

***Includes off-air licenses*

Call letters

Applications

Call	*Sought by*
	New FM's
WIMV	Madison Communications Corp., Madison, Fla.
WFMM	LDM Broadcasters Inc., North Muskegon, Mich.
KBEV	Beverly J. McKee, Milbank, S.D.
	New TV's
KTVJ	Boulder Telecasting Corp., Boulder, Colo.
KXRM-TV	Light Communications Inc., Colorado Springs
KDRV	Sunshine Television Inc., Medford, Ore.
WBGY-TV	Quin-Abi Broadcasting Inc., Tullahoma, Tenn.
	Existing AM
WPFR	WAAC Terre Haute, Ind.
	Existing FM's
WEGN-FM	WTII Evergreen, Ala.
WLYT	WHAV-FM Haverhill, Mass.
KBOZ-FM	KBZN Bozeman, Mont.
WWOK	WTHD Columbia, N.C.
WKQB	WDWQ St. George, S.C.
KAOC-FM	KGUL-FM Port Lavaca, Tex.
	Existing TV
KQOL-TV	KGPC Lawton, Okla.

Grants

Call	*Assigned to*
	New AM
WXKY	Cory Communications Inc., Milan, Tenn.
	New FM
KRFM	KBW Associates Inc., Show Low, Ariz.
	New TV's
WGRB	Green River Broadcasting Inc., Campbellsville, Ky.
WERF	Hazelton TV Associates, Hazelton, Pa.
	Existing AM's
WCOT	WLOF Orlando, Fla.
KIJN	KZOL Farwell, Tex.
	Existing FM's
WKYO-FM	WIDL Caro, Mich.
KFLQ	KNFR Albuquerque, N.M.
WLZN	WVCD Hazelton, Pa.
	Existing TV's
WRSP-TV	WBHW Springfield, Ill.
KSKN	KUAA Spokane, Wash.

C1750-1 12/22/82

THE NEWSWEEKLY OF THE FIFTH ESTATE

Broadcasting Dec 20

KATZ COMMUNICATIONS INC
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BETHESDA MD 20814

52d Year 1982

Vol. 103 □ No. 25

Broadcasting Dec20

Down to the wire on Radio Marti, cable copyright □ Bob Schmidt's CTM: one step ahead of tomorrow □ AT&T's battle plan □ Productivity blastoff

GOLDENSON CALLS FOR REFORMS □ At Harvard discussion of television and politics, ABC's chairman calls for full suspension of equal-time provisions in presidential and vice presidential debates. He also says his company will fund public broadcasting convention coverage and will underwrite 1983 conference on election reforms. **PAGE 23.**

CABLE COPYRIGHT CLIFF-HANGER □ Turner-inspired amendment in Senate raises questions over Copyright Royalty Tribunal's mandated increases for CATV. **PAGE 25.**

WAIT TILL NEXT YEAR □ As hopes for Radio Marti fade in last days of lame-duck session, proponents look to another try in 98th Congress. Zorinsky says he and other opponents may be in position to urge administration to make proposal more acceptable. **PAGE 26.**

CABLE HOME COUNTS DIFFER □ Nielsen's national count for November is 29.3 million. Arbitron's total, using different methodology, is 4.6 million less. **PAGE 27.**

DIVISION OF AT&T □ Plan submitted to Judge Green spells out planned distribution of present companies as well as formula for stock reapportionment. **PAGE 29.**

AS BOB SCHMIDT SEES IT □ Since he left NCTA's presidency in 1980, he has been putting his entrepreneurial drive into CTM, a thriving transmission business that transports much of the satellite business out of Washington. In this "At Large" interview, he talks about the future of the wired nation and the information age. **PAGE 39.**

GANNETT'S GAINS □ At company's year-end conference in Washington, Neuharth reports on media giant's growth in 1982, outlines *USA Today* expansion schedule in 1983. **PAGE 46.** Wirth and Packwood predict extensive communications activity in next Congress, including look at maximum station ownership. **PAGE 56.**

CBS'S OFFERING □ For first time since 1937, company will issue common stock, making 1.5 million shares available. **PAGE 50.**

LETTING NETWORKS IN CABLE □ Proposal to relax crossownership rules is endorsed by networks, NAB and NCTA, but opposed by public interest and religious groups. **PAGE 54.**

MILLER, FTC UNDER FIRE □ Gore and Dingell lead attack on agency's record in consumer protection. **PAGE 56.**

NBC REGROUPS IN PRIME TIME □ Three shows dropped as network revamps Tuesday, Thursday and Saturday schedules. **PAGE 62.**

SWEEPS SHOW UPHEAVAL □ Preliminary analysis of November Nielsen and Arbitron data indicates many major-market challenges to ABC affiliates' dominance. **PAGE 60.**

TIME AND MATSUSHITA ACCORD □ They announce long-term agreement to develop consumer equipment for teletext. **PAGE 64.**

FORD EXPANDS IN SPACE □ Manufacturer of satellites for 25 years applies to FCC for C and Ku satellites for domestic communications. **PAGE 64.**

YOUNG AT HEART ONLY □ Despite a touch of Peter Pan, Dick Clark is determined not to let his tastes "freeze in time." Those attributes have enabled him to succeed as entertainer/producer and now as production company owner. **PAGE 87.**

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Charting the cable universe

Arbitron figures show 30% penetration nationwide; Nielsen says it's 35%

Arbitron and Nielsen released their cable penetration figures for November last week, and again they were millions of subscribers apart. Nielsen reported that 29,340,570 homes now have cable (35% of an estimated 83,300,000 television homes). Arbitron's numbers were considerably lower. That service said that 24,756,486 homes are cabled—30% of an estimated 83,462,600 television homes.

The difference in the rating services' numbers is attributable primarily to the differences in their methodologies. Nielsen bases its figures on census, cable system and other industry information, its diaries and telephone responses when recruiting diary homes. Arbitron's numbers reflect a new accounting system. Prior to the November report, Arbitron had relied on questionnaires sent to cable systems, trade publications, cable programers and other industry sources. For the latest report, it added information gathered from nearly a half-million television diaries. The new source, Arbitron said, "is especially helpful in updating cable penetration for those areas served by cable systems which do not respond to questionnaires or telephone inquiries." (The National Cable Television Association puts its stock in the higher Nielsen numbers, said Char Beales, vice president, media services and research, because of Nielsen's more "comprehensive methodology.")

Part of the disparity between the two reports may stem also from their different definitions of markets. Nielsen's designated market areas (DMA) and Arbitron's areas of dominant influence (ADI) do not always coincide.

Arbitron released with its cable penetration totals a market by market breakout. According to the breakout, Palm Springs, Calif., with 88% of its 49,000 homes wired has the highest level of cable penetration in the country. Las Vegas at 4% has the lowest.

Although they were far down the list in percentage of homes wired, the nation's top two television markets, New York and Los Angeles, are also its top two cable television markets, if only because of their sheer size. Arbitron found 1,584,093 cable subscribers in New York (25% penetration) and 805,221 in Los Angeles (19%). Chicago, the third largest television market, dropped to number 13 on Nielsen's list of cable television markets.

According to the Nielsen figures, the cable universe is growing at a rate of 400,000 net subscribers per month. (Its May report put cable penetration at 33.4% or 27,362,000 homes.) The Nielsen market-by-market breakout was unavailable last week. Arbitron's breakout follows.

Other markets with high cable penetration: Santa Barbara-Santa Maria-San Luis Obispo, Calif. (80%); San Angelo, Laredo and Victoria, all Texas (75%); Parkersburg, W.Va. (73%), and Elmira, N.Y. (70%).

Market	1982		% cable penetration	
	TV HH	Cable TV HH	1982	1981
Abilene-Sweetwater, Tex.	110,000	66,464	60	58
Albany, Ga.	128,200	53,693	42	37
Albany-Schenectady-Troy, N.Y.	467,000	224,043	48	44
Albuquerque, N.M.	357,800	93,346	26	23
Alexandria, La.	67,500	28,523	42	41
Alexandria, Minn.	79,900	21,696	27	27
Alpena, Mich.	11,500	7,390	64	58
Amarillo, Tex.	177,100	99,394	56	54
Anniston, Ala.	41,800	25,648	61	76
Ardmore-Ada, Okla.	68,200	29,585	43	39
Atlanta	1,117,400	249,853	22	17
Augusta, Ga.	199,700	61,205	31	26
Austin, Tex.	262,000	119,374	46	40
Bakersfield, Calif.	125,100	81,528	65	59
Baltimore	856,900	113,209	13	7
Bangor, Me.	109,400	27,239	25	21
Baton Rouge	243,300	89,730	37	32
Beaumont-Port Arthur, Tex.	167,700	53,593	32	23
Bend, Ore.	25,400	12,576	50	49
Billings-Hardin, Mont.	78,300	34,343	44	41
Biloxi-Gulfport-Pascagoula, Miss.	58,900	37,577	64	68
Binghamton, N.Y.	150,200	86,207	57	53
Birmingham, Ala.	491,800	143,931	29	21
Bluefield-Beckley-Oak Hill, W.Va.	151,800	100,227	66	55
Boise, Idaho	158,100	43,078	27	13
Boston	1,930,800	395,280	20	17
Bowling Green, Ky.	54,200	15,326	28	21
Bristol, Va.-Kingsport, Johnson City, Tenn.	268,000	97,871	37	30
Buffalo, N.Y.	632,800	257,473	41	38
Burlington, Vt.-Plattsburgh, N.Y.	237,600	92,732	39	39
Casper-Riverton, Wyo.	57,400	39,590	69	61
Cedar Rapids-Waterloo, Iowa	318,000	94,934	30	23
Charleston, S.C.	184,600	58,018	31	21
Charleston-Huntington, W.Va.	525,300	272,831	52	47
Charlotte, N.C.	636,700	132,944	21	13
Chattanooga, Tenn.	287,400	92,683	32	27
Cheyenne, Wyo.	49,600	28,958	58	56
Chicago	2,999,700	279,026	9	6
Chico-Redding, Calif.	141,000	65,668	47	45
Cincinnati	695,200	127,766	18	11
Clarksburg-Weston, W.Va.	76,300	43,065	56	53
Cleveland	1,408,900	415,868	30	21
Colorado Springs-Pueblo	199,500	59,565	30	22
Columbia, S.C.	247,900	76,535	31	26
Columbia-Jefferson City, Mo.	142,000	52,654	37	35
Columbus, Ga.	183,300	75,207	41	36
Columbus, Ohio	590,800	228,370	39	34
Columbus-Tupelo, Miss.	134,200	52,908	39	35
Corpus Christi, Tex.	149,800	55,090	37	23
Dallas-Fort Worth	1,403,000	225,333	16	12
Davenport, Iowa-R. I.-Moline, Ill.	331,200	128,121	39	36
Dayton, Ohio	477,100	174,705	37	32
Denver	911,600	146,061	16	12
Des Moines, Iowa	367,500	107,257	29	27
Detroit	1,674,800	182,730	11	6
Dothan, Ala.	95,500	31,536	33	35
Duluth, Minn.-Superior, Wis.	177,100	55,267	31	29
El Centro, Calif-Yuma, Ariz.	60,200	41,124	68	64
El Paso, Tex.	194,400	79,824	41	38
Elmira, N.Y.	83,600	58,751	70	66
Erie, Pa.	132,600	38,950	29	26
Eugene, Ore.	167,300	94,464	56	53
Eureka, Calif.	56,800	33,058	58	54
Evansville, Ind.	259,700	101,229	39	36
Fargo, N.D.	192,500	76,631	40	30
Farmington, N.M.	27,600	17,015	62	51
Flint-Saginaw-Bay City, Mich.	453,900	138,322	30	28
Florence, S.C.	129,300	56,708	44	34
Fresno, Calif.	372,700	76,823	21	18
Ft. Myers-Naples, Fla.	173,900	110,539	64	60
Ft. Smith, Ark.	129,200	65,922	51	47
Ft. Wayne, Ind.	240,700	79,474	33	31
Gainesville, Fla.	73,800	42,160	57	51
Glendive, Mont.	6,100	3,648	60	NA
Grand Junction, Colo.	52,500	24,121	46	43
Grand Rapids-Kalamazoo-Battle Creek, Mich.	578,100	219,808	38	33
Great Falls, Mont.	63,200	30,087	48	45
Green Bay, Wis.	351,300	95,984	27	19
Greensboro-Winston Salem-High Point, N.C.	468,800	118,655	25	18

Market	1982 TV HH	1982 cable TV HH	% cable penetration 1982	% cable penetration 1981
Greenville-New Bern-Washington, N.C.	211,400	59,072	28	16
Greenville-Spartanburg, S.C.-Asheville, N.C.	576,000	136,720	24	20
Greenwood-Greenville, Miss.	67,400	39,630	59	53
Harrisburg-York-Lancaster-Lebanon, Pa.	483,400	219,334	45	45
Harrisonburg, Va.	37,000	13,172	36	32
Hartford-New Haven, Conn.	797,700	371,742	47	43
Helena, Mont.	18,700	10,415	56	47
Houston	1,326,000	345,017	26	13
Huntsville-Decatur-Florence, Ala.	245,200	97,607	40	35
Idaho Falls-Pocatello	103,500	39,873	39	40
Indianapolis	800,200	199,006	25	22
Jackson, Miss.	261,400	82,277	31	26
Jackson, Tenn.	55,900	25,405	45	39
Jacksonville, Fla.	383,100	128,519	34	25
Johnstown-Altoona, Pa.	269,500	177,699	66	61
Jonesboro, Ark.	67,700	33,083	49	41
Joplin, Mo.-Pittsburg, Kan.	173,600	62,388	36	33
Kansas City, Mo.	704,000	211,297	30	24
Knoxville, Tenn.	420,500	131,357	31	24
La Crosse-Eau Claire, Wis.	150,800	65,526	43	40
Lafayette, Ind.	42,200	29,200	69	64
Lafayette, La.	183,300	77,247	42	32
Lake Charles, La.	90,300	39,487	44	38
Lansing, Mich.	214,700	84,556	39	35
Laredo, Tex.	30,200	22,634	75	68
Las Vegas	200,100	7,596	4	1
Laurel-Hattiesburg, Miss.	85,100	30,694	36	30
Lexington, Ky.	292,300	117,123	40	30
Lima, Ohio	40,100	26,490	66	65
Lincoln-Hastings-Kearney, Neb.	254,400	96,943	38	33
Little Rock, Ark.	453,400	123,882	27	20
Los Angeles	4,241,000	805,221	19	14
Louisville, Ky.	520,700	134,616	26	17
Lubbock, Tex.	150,700	64,027	42	38
Macon, Ga.	145,000	74,560	51	43
Madison, Wis.	202,900	59,028	29	24
Mankato, Minn.	33,300	17,883	54	45
Marquette, Mich.	56,000	34,829	62	59
McAllen-Brownsville, Tex.	162,400	51,344	32	23
Medford, Ore.	117,300	57,816	49	48
Memphis	582,100	138,356	24	18
Meridian, Miss.	71,800	25,529	36	30
Miami	1,156,700	251,321	22	15
Milwaukee	685,900	88,117	13	8
Minneapolis-St. Paul	1,141,700	93,548	8	6
Minot-Bismarck-Dickinson, N.D.	134,400	55,897	42	39
Missoula-Butte, Mont.	116,100	51,052	44	40
Mobile, Ala.-Pensacola, Fla.	399,700	144,988	36	33
Monroe, La.-El Dorado, Ark.	196,100	75,312	38	29
Montgomery, Ala.	169,700	62,100	37	33
Nashville	641,100	131,610	21	16
New Orleans	606,500	180,500	30	24
New York	6,457,900	1,584,093	25	20
Norfolk-Prstmth-Newport News-Hmptn, Va.	495,800	152,338	31	18
North Platte, Neb.	17,500	6,061	35	33
Odessa-Midland, Tex.	132,100	86,128	65	58
Oklahoma City	561,100	218,263	39	27
Omaha	341,800	76,766	22	13
Orlando-Daytona Beach, Fla.	626,900	258,829	41	36
Ottumwa, Iowa-Kirksville, Mo.	29,400	8,810	30	34
Paducah, Ky.-C. Girardeau, Mo.-Hrbg., Ill.	336,400	120,351	36	32
Palm Springs, Calif.	49,800	43,724	88	86
Panama City, Fla.	63,700	26,319	41	25
Parkersburg, W. Va.	38,200	27,924	73	72
Peoria, Ill.	212,200	91,202	43	41

Market	1982 TV HH	1982 cable TV HH	% cable penetration 1982	% cable penetration 1981
Philadelphia	2,481,900	791,050	32	25
Phoenix	774,300	119,510	15	9
Pittsburgh	1,229,600	544,504	44	41
Portland, Ore.	814,100	189,068	23	17
Portland-Poland Spring, Me.	303,000	112,866	37	36
Presque Isle, Me.	29,500	14,375	49	45
Providence, R.I.-New Bedford, Mass.	557,500	49,195	9	7
Quincy, Ill.-Hannibal, Mo.	117,200	41,300	35	31
Raleigh-Durham, N.C.	576,100	181,566	32	25
Rapid City, S.D.	93,700	43,848	47	41
Reno	158,200	85,391	54	50
Richmond, Va.	435,900	134,390	31	25
Roanoke-Lynchburg, Va.	359,700	116,159	32	30
Rochester, N.Y.	337,500	100,133	30	21
Rochester-Austin, Minn.-Mason City, Iowa	140,700	49,146	35	33
Rockford, Ill.	188,100	84,501	45	49
Roswell, N.M.	54,700	36,336	66	62
Sacramento-Stockton, Calif.	851,200	204,593	24	21
Salinas-Monterey, Calif.	184,800	118,013	64	61
Salisbury, Md.	81,500	52,730	65	55
Salt Lake City	533,400	91,604	17	14
San Angelo, Tex.	35,900	26,761	75	59
San Antonio, Tex.	502,700	179,562	36	14
San Diego	723,400	387,525	54	51
San Francisco	1,998,500	721,484	36	35
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	176,000	140,466	80	75
Savannah, Ga.	192,700	70,169	36	30
Seattle-Tacoma	1,110,400	399,654	36	32
Selma, Ala.	17,600	8,775	50	39
Shreveport, La.-Texarkana, Tex.	440,500	161,626	37	32
Sioux City, Iowa	149,300	43,035	29	25
Sioux Falls-Mitchell, S.D.	231,800	75,375	33	29
South Bend-Elkhart, Ind.	281,300	72,960	26	25
Spokane, Wash.	326,900	130,456	40	37
Springfield, Mass.	230,700	89,453	39	36
Springfield, Mo.	274,400	62,793	23	18
Springfield-Decatur-Champaign, Ill.	329,300	168,605	51	48
St. Joseph, Mo.	49,500	26,757	54	54
St. Louis	1,040,600	101,487	10	8
Syracuse, N.Y.	358,800	174,204	49	46
Tallahassee, Fla.	155,700	64,993	42	35
Tampa-St. Petersburg, Fla.	1,077,600	257,916	24	15
Terre Haute, Ind.	162,900	53,398	33	29
Toledo, Ohio	405,800	141,982	35	33
Topeka, Kan.	132,100	63,122	48	47
Traverse City-Cadillac, Mich.	151,000	47,711	32	30
Tucson, Ariz.	259,800	44,518	17	14
Tulsa, Okla.	430,800	167,125	39	36
Tuscaloosa, Ala.	50,200	24,232	48	40
Twin Falls, Idaho	26,700	14,146	53	52
Tyler, Tex.	95,200	47,917	50	53
Utica, N.Y.	101,200	63,212	62	60
Victoria, Tex.	25,000	18,685	75	84
Waco-Temple, Tex.	216,800	133,322	61	59
Washington	1,510,100	197,111	13	11
Watertown-Carthage, N.Y.	76,100	38,037	50	52
Wausau-Rhinelander, Wis.	154,800	36,289	23	21
West Palm Beach	368,500	182,641	50	43
Wheeling, W. Va.-Steubenville, Ohio	155,000	88,414	57	55
Wichita Falls, Tex.-Lawton, Okla.	155,300	87,576	56	49
Wichita-Hutchinson, Kan.	413,000	192,391	47	44
Wilkes Barre-Scranton, Pa.	471,600	284,076	60	57
Wilmington, N.C.	123,600	39,066	32	33
Yakima, Wash.	168,500	77,273	46	47
Youngstown, Ohio	277,000	98,965	36	25
Zanesville, Ohio	30,500	19,279	63	61

Ratings Roundup

Week 11 of the 1982-1983 prime time season brought CBS-TV its eighth weekly ratings win, leaving the number-one network with an average 18.3 rating and 28.6 share, three rating points ahead of ABC-TV (15.3/23.8) and 3.6 ahead of NBC-TV (14.7/23). The week ending Sunday, Dec. 12, also, however, brought the networks their lowest combined share of audience so far this season, as affiliates of all three pre-empted regular programing in favor of a Christmas special by evangelist Billy Graham, Turner Network Television's broadcast of the Georgetown University vs. University of Virginia Basketball game and Mizlou Television Network's broadcast of the Independence Bowl.

CBS won Thursday, Friday and Sunday, while ABC won Tuesday and Wednesday, and NBC, for the second consecutive week and in spite of competition from ABC's *Monday Night Football*, won Monday with the made-for-TV movie *Remembrance of Love*. Season-to-date ratings put CBS (18.4/29) nearly two points ahead of ABC (16.5/26) and 2.8 points ahead of NBC (15.6/25).

The three-hour Billy Graham special aired Tuesday, Wednesday and Thursday in 240 markets around the country, 65 of them CBS affiliates, according to sources who declined to be identified, about 60 of them ABC affiliates and 30 of them NBC affiliates. Ratings for some network shows on those nights suffered drops of one or two points, but the networks' averages for those nights were not down dramatically.

On Saturday, the damage from Turner Network Television and Mizlou Television network was greater (see story, page 62), although advertising agency executives and national spot representatives noted last week that, considering the low clearance levels and low TV viewing levels during the Christmas season, the damage to the three network's ratings was not as great as it might have been.

The First 20

1.	*60 Minutes*	CBS	28.5/45
2	*Dallas*	CBS	26.2/40
3.	*M*A*S*H*	CBS	23.8/33
4.	*Magnum P.I.*	CBS	23.4/36
5.	*Jeffersons*	CBS	21.5/32
6.	*One Day at a Time*	CBS	21.5/32
7.	*NBC Monday Night Movies*—"Rememberance of Love"	NBC	21.3/32
8.	*Dynasty*	ABC	21.2/35
9.	*Three's Company*	ABC	21.0/31
10.	*Falcon Crest*	CBS	20.8/35
11.	*Simon & Simon*	CBS	20.6/31
12.	*Archie Bunker's Place*	CBS	20.3/31
13.	*Trapper John, M.D.*	CBS	20.2/33
14.	*Hart to Hart*	ABC	20.0/33
15	*9 to 5*	ABC	19.8/30
16	*Gloria*	CBS	19.6/29
17	*Real People*	NBC	19.6/29
18	*Hill Street Blues*	NBC	19.4/32
19.	*Little House Ne[illegible]ginning*	NBC	19.2/28
20.	*NFL Football*,gam[illegible] two (run-over)	NBC	19.1/27

The Final Five

69.	*ABC Friday Night Movie*—"Don't Go to Sleep"	ABC	10.9/17
70	*Bring 'Em Back Alive*	CBS	10.3/16
71.	*T.J. Hooker*	ABC	10.0/17
72	*Devlin Connection*	NBC	8.6/16
73.	*ABC News Closeup*	ABC	6.5/10

Something short of Turner promise

Smashing numbers didn't come in for game, but stations carrying it said it was worthwhile and had no trouble selling ad positions

While a number of television sports critics did not think Turner Broadcasting System's prime time telecast of the Virginia-Georgetown basketball game (Dec. 11) lived up to all the hype preceding the event (BROADCASTING, Dec. 13), outlets carrying the contest were generally pleased with the production and their ability to sell it.

Overnight ratings compiled by A.C. Nielsen in the three metered markets where the game was televised indicate that viewership was probably not as high nationally as Turner had hoped. However, the game, combined with the airing of the Independence Bowl of college football, seen during the same time period on an ad hoc network, had an impact on network ratings.

ABC scored a prime time rating of 13.2/29 for its episodes of *Love Boat* and *Fantasy Island*. The network typically has ratings for that period in the 18-19 range. CBS, which aired the made-for-TV movie, *Cry for the Strangers*, produced a 12.4/21, down from its usual 15 or 16 rating during Saturday night prime time. NBC, which has been averaging 11 to 13 rating points for that period, scored an 11.1/19.3. The three networks' combined share that night totaled 69.3, down from an average 77.

Nielsen compiled a special rating report on the Virginia-Georgetown game, which a TBS spokesperson said was expected to be ready today (Dec. 20). According to Nielsen's Los Angeles overnight measurements, the game scored a 6.7/13 in that market. In Chicago, it produced a 6/10 and in New York a 5.2/8. Two weeks ago, Robert Wussler, executive vice president of TBS, speculated that the game would attract between 30 million and 50 million viewers nationwide. An audience of 40 million translates roughly to a 33 rating. Sources at the networks and measurement services suggested the game would probably score a national rating in the range of 7/12 to 11/17.

Marianne Mazer, program coordinator at WJBK-TV Detroit, a CBS affiliate, said that station's decision to carry the game proved "very profitable." The game sold out at a "premium rate," she added. The successful effort was aided by the national and local press surrounding the game, she said.

Bob Simone, program manager at WFLD-TV Chicago, an independent carrying the game, said, "We were pleased with it." He said the game, which his station also sold out, was "well produced." Simone indicated that he would consider future offers from TBS, but that it would take "an outstanding product" for him to commit.

Jack Craig, a sports television critic for the *Boston Globe*, suggested that all the pre-game publicity almost insured that the game itself would be "anti-climactic." He described the production quality as "OK. Unless it's clearly inferior, I think most [sports] production is highly satisfactory to viewers."

Verenda Smith, a sports writer for *USA Today*,told BROADCASTING she felt the pre-game, half-time and post-game shows were "overdone and sloppy." Technically speaking, she said the production "was fine," although there were a few too many cut-aways to the stands. ☐

NBC fine-tuning

Network revises prime time schedule for Tuesday, Thursday, Saturday; three shows dropped

As expected, NBC-TV announced Wednesday plans to revamp its prime time lineup on Tuesday, Thursday and Saturday adding five new series, including a news magazine, giving three others new time periods and canceling three of the fall season's new programs (BROADCASTING, Dec. 13). The network also announced plans to add three additional newshows, among them, *Teachers Only* starring Lynn Redgrave, to its schedule in the spring.

A weekly news magazine, to be anchored by NBC correspondent Lloyd Dobyns, will air Saturdays from 10 p.m. to 11 p.m., starting in March. Until then, NBC has scheduled a limited run of the series, *Family Tree*, starring Frank Converse and Anne Archer. *Family Tree* will replace *Devlin Connection*, which has been canceled, from Feb. 5 through March 12.

New to the Saturday-night lineup as of Jan. 22 will be *Mama's Family*, starring Vicki Lawrence and Ken Berry in the roles they played in segments of the old *Carol Burnett Show*. Following *Mama's Family* at 9:30 p.m. will be *Taxi*, which will move from its present slot on Thursdays at 9:30 p.m. *Love Sidney*, which presently airs Saturdays at 9:30 p.m., will go into hiatus, according to NBC Entertainment President Brandon Tartikoff, until a better time period for it can be found.

Father Murphy and *Gavilan*, which have consistently fared poorly in the ratings on Tuesdays at 8 and 9 p.m., respectively, have been canceled. On Jan. 25, *The A Team*, an adventure series starring George Peppard and centering around a team of internationally roving soldiers of fortune, will premiere at 8 p.m. It will be followed at 10 p.m. by *Bare Essence*, a serialized romantic drama about a family with a powerful international cosmetics business. It is set to premiere on Feb. 15. *St. Elsewhere* will remain in its 10 p.m. slot on Tuesdays.

On Thursdays, *Fame* stays in the schedule at 8 p.m., but will be followed by at 9 p.m. *Gimme A Break*, which moves from Saturday at 9 p.m. *Cheers*, currently airing at 9 p.m., will move to 9:30 p.m. *Hill Street Blues* will remain on Thursdays at 10 p.m.

In addition to *Teachers Only*, which has had a previous limited network run, NBC plans to add to its lineup *Buffalo Bill*, starring Dabney Coleman as a talk show host at a radio station in Buffalo, N.Y. Its plans for spring also include a five-part miniseries, *Casablanca*, starring David Soul and Scatman Crothers and set in the period prior to that of [illegible] Humphrey Bogart-Ingrid Bergman movie classic. ☐

change TL; change ERP to 3 kw; change HAAT to 292 ft.; specify RC at SL and make changes in ant. sys. Ann. Dec. 3.

■ KRIC (90.1 mhz) Trexburg, Idaho—Seeks CP to change frequency to 100.5 mhz; change TL; reduce ERP to 75.4 kw; increase ERP to 403 ft., and make changes in ant. sys. Ann. Nov. 30.

■ KUUU (88.1 mhz) Neola, Utah—Seeks CP to change ERP to 3 kw and change HAAT to 55 ft. Ann. Dec. 3.

■ KASB (89.3 mhz) Bellevue, Wash.—Seeks CP to change frequency to 90.3 mhz; change TL; change ERP to 100 w (H); change HAAT to 182 ft. (H), and make changes in ant. sys. Ann. Dec. 3.

Accepted

■ KHTX (101.7 mhz) Carnelian Bay, Calif.—Data filed 7-28-82 in accordance with FCC's first report and order adopted 1-6-82 and released 1-15-82 in Doc. 80-552 showing proposed operation on frequency of 103.7 mhz; change TL; change ERP to l kw; change HAAT to 2,874 ft., and change TPO. Ann. Dec. 3.

■ WZOT (107.1 mhz) Rockmart, Ga.—Seeks modication of CP (BPH-820216AS) to change TL; increase HAAT to 300 ft., and change TPO. Ann. Dec. 3.

■ KBYO(104.9 mhz) Tallulah, La.—Seeks modification of CP (BPH-800326AH) to change TL and SL; major environmental action under section 1.1305. Ann. Dec. 3.

■ WUUU (102.5 mhz) Rome, N.Y.—Seeks modification of CP (BPH-791114AG as mod.) to change TL; increase ERP to 26.9 kw; decreasè HAAT to 647 ft., and change TPO. Ann. Nov. 30.

■ KMUN (91.9 mhz) Astoria, Ore.—Seeks modification of CP (BPED-801201AJ as mod.) to make changes in ant. sys.; change TL, and increase HAAT to 1,071 ft. Ann. Nov. 30.

■ -WXRF-FM (106.9 mhz) Guayama, P.R.—Seeks modification of CP (BPH-7 91231AJ) to change TL; decrease ERP to 24.5 kw; increase HAAT to 1,945 feet, and change TPO. Ann. Dec. 3.

■ KYND (92.9 mhz) Pasedena, Tex.—Seeks CP to install aux. ant. sys. at main TL; change ERP to 9 kw; change HAAT to 1,080 ft., and change TPO. Ann. Nov. 30.

■ WQFM (93.3 mhz) Milwaukee, Wis.—Seeks CP to decrease ERP to 12 kw; increase HAAT to 992 ft., and change TPO. Ann. Dec. 3.

TV application

Accepted

■ KOOD (ch. 9) Hays, Kan.—Seeks MP to identify as multiple city for Hays/Russell and Great Bend, all Kansas. Ann. Nov. 30.

In Contest

FCC Actions

■ FCC denied review of staff action assigning class B FM channels 236 and 262 to Christianhead, St. Croix, V.I., as community's third and fourth FM assignments. Action Dec. 2.

■ FCC ALJ James F. Tierney in initial decision granted Professional Radio Broadcasting Corp. CP for new AM on 1510 khz at Lajas, P.R. Issues designated against PRBC included its financial qualifications and determining facts surrounding conviction on felony morals charges of one of its stockholders. ALJ determined PRBC was financially qualified. ALJ also noted convicted felon was not proposed for management role at station and since arrest has cut ties with applicant. Decision becomes effective within 50 days unless appeal is filed within 30 days or FCC reviews case on own motion. Action Nov. 23.

■ FCC proposed to authorize operation of Citizen Band Radio without individual licenses. Action Dec. 2.

■ FCC issued letter of admonition to ABC and granted license renewal for WABC-TV New York, with conditions, as result of repeated instances of deceptive programing broadcast by station during 1980 and 1981.

■ FCC authorized RKO General Inc., to relocate WOT-TV (ch.9) from New York City to Secaucus, N.J., and issued new station license for five year term. This will provide New Jersey with its first commercial VHF station. Action Dec. 8.

■ FCC dismissed as moot renewal application of RKO General Inc., and competing application of Multi-State Communications Inc. for ch. 9, New York, on which RKO's WOR-TV is licensed to operate. Action Dec. 8.

■ FCC instructed General Counsel to forward relevant information to Justice Department about nonpublic inquiry into whether PTL of Heritage Village Church and Missionary Fellowship, its principals or affiliates were involved in "fraud by wire, radio or television," in violation of U.S. Criminal Code. Also granted assignment of license of WJAN-TV Canton, Ohio, from PTL to David Livingstone Missionary Foundation. Action Dec. 8.

■ FCC denied petitions by New Jersey Coalition for Fair Broadcasting and Governor and Legislature of New Jersey seeking denial of license renewal for WABC-TV New York. FCC required ABC to submit with next renewal applications report on its use of New Jersey facilities and programing designed to serve that State.

■ FCC found Gateway Broadcasting Associates and Sunrise Broadcasting Corp. best qualified applicants to operate new FM on 106.3 mhz and AM on 900 khz, respectively, at Nashua, N.H. in initial decision, ALJ awarded AM to Sunrise, but found Merrimack Valley Broadcasting Inc. better qualified to operate FM station. Action Dec. 3.

■ FCC proposed eliminating large part of public inspection file requirements imposed on cable TV systems under section 76.305 of rules, with exception of those portions relating to EEO, equal time and sponsorship identification. Action Dec. 8.

■ FCC affirmed its decision denying rulemaking petition by United Church of Christ and Consumer Federation of America asking that every cable TV system with 3,500 or more subscribers be required to originate programing. Action Dec. 8.

■ FCC denied request by Service Electric Cable TV Inc. for rulemaking proceeding to amend Part 76 of rules which would require that cable TV systems be given written substatiation of carriage or nonduplication rules. Action Dec. 8.

■ FCC denied request by WICS-TV Springfield, Ill., to launch rulemaking proceeding to amend rules to provide issuance of Public Notices listing cable TV systems with service to 1,000 or more subscribers. Action Dec. 8.

Legal activities

■ Save Our Station Committee and Simon Geller filed notices of appeal with U.S. Court of Appeals for District of Columbia Circuit. They asked court to review FCC's decision, released Oct. 28, which denied their petitions for reconsideration of FCC's earlier action denying Geller's renewal application for WCVA-FM Glouchester, Mass., and granting competing application of Grandbanke Corp., for same frequency. Ann. Dec. 8.

■ Wold Communications Inc. filed notice of appeal with U.S. Court of Appeals for District of Columbia Circuit. Wold asked court to review FCC's decision, released Nov. 29, which authorized Southern Pacific Satellite Co. to offer satellite space on noncommon carrier basis. Ann. Dec.8.

■ Federal appellate court affirmed FCC's July 24, 1980, decision denying application of West Coast Media Inc. for renewal of license of KDIG-FM San Diego, Calif., for failing to make good faith efforts to meet its programing proposals. Ann. Dec. 8.

Cable

■ Giles county, Va.—Clear-View Cable TV Inc. issued notice of apparent liability for $1,000 for violations of section 76.12 of FCC's rules. Action Nov. 30.

Call letters

Applications

Call	*Sought by*
	New AM's
KGDP	Radio Representatives Inc., Santa Ynez, Calif.
	New FM's
KXCI	Foundation for Creative Broadcasting Inc., Tucson, Ariz.
KLQZ	KDRS Inc., Paragould, Ark.
KIJN-FM	The Best Broadcasting Inc., Farwell, Tex.
KVEZ	M&M Broadcasting Inc., Smithfield, Utah
WVUV	Radio Samoa Ltd., Leone, American Samoa
	New TV's
KATN	The Alaska 13 Corp., Fairbanks, Alaska
	Existing AM's
WAGG	WENN Birmingham, Ala.
	Existing FM's
KITS	KBRG San Francisco
WSRA	WXRF-FM Guayama, P.R.
KMNT	KELA-FM Centralia, Wash.
	Existing TV's
KAKN	KINY-TV Juneau, Alaska

Grants

Call	*Sought by*
	New FM's
KLUK	Warrensburg Broadcasters Inc., Knob Noster, Mo.
	New TV's
KCAA	Manning Telecasting Inc., Yuma, Ariz.
	Existing AM's
WMRE	WITS Boston
KSZN	KPDN Pampa, Tex.
	Existing FM's
KDOB	KPRA Paso Robles, Calif.
KZZC	KTRO Leavenworth, Kan.
WKBI-FM	WTMX Ridgway, Pa.
	Existing TV's
KARD	KLAA West Monroe, La.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

**Special temporary authorization*

***Includes off-air licenses*

C1750-1 1/11/83

The Fifth Estate

Broadcasting Jan10

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Vol. 104 No. 2

Broadcasting ◻ Jan10

Superstations begin to feel the effects of CRT rate hikes ◻ Chicago recommends cable franchisees ◻ Nielsen Cassandra rankings put 'M*A*S*H' at the top of syndicated shows

LIGHTENING THE LOAD ◻ Despite postponement of effective date of CRT decision, cable operators begin dropping distant signals to lessen copyright liability. **PAGE 31.**

TO THE VICTORS ◻ Chicago city council awards franchises for its five designated cable areas to four different operators, who must now negotiate formal agreement with city's Office of Cable Communications. **PAGE 32.**

TOUGH TALK ◻ NAB all-industry task force on Cuban interference issues report recommending lifting power limits on AM stations; stresses need for negotiating agreement on broadcast standards. **PAGE 34.**

PAYING THE PIPER ◻ With Judge Gagliardi's signing of judgment in case, reduction in music license payments to ASCAP, BMI by TV broadcasters is to start Feb. 1. **PAGE 35.**

JOIN THE CROWD ◻ New FCC general counsel makes his official debut, and makes it clear he shares the chairman's aversion to government regulation of broadcasting. **PAGE 36.**

GOOD NEWS ◻ Nielsen ratings show NBC-TV number one in prime time in New York, and only network to show increase in ratings in all five major markets metered. **PAGE 37.**

CHANGING HANDS ◻ Station trading for 1982 approached the record level of 1979, coming within $2 million of the magical $1 billion. **PAGE 45.** Rundown of transactions of last 29 years appears on **PAGE 46.** Rundown of the year for TV and radio begins on **PAGE 48.** Brokers see 1983 as a good year, especially if interest rates improve and the FCC eliminates or modifies the multiple ownership rules. **PAGE 66.**

TIO REPRISE ◻ Once again there is a call from some NAB directors that the Television Information Office may not be needed, a matter NAB joint board will take up next week in Mexico. BROADCASTING interviews TIO director Roy Danish, who answers criticism and defines a place for the office in the Fifth Estate. **PAGE 68.**

CABLE BULLS ◻ Leibowitz says cable stocks look good, broadcasters' less so. **PAGE 76.**

FNN IN BUSINESS ◻ Second year for Financial News Network sees it surviving first year turmoils and headed for stronger footing. **PAGE 77.**

INDEPENDENTS' DAYS ◻ Over 200 independent radio producers participated in Dialogue '82 conference on business of creative radio. **PAGE 80.**

FAVORITE SON ◻ U.S. is backing Richard Colino, telecommunications consultant and former Comsat executive, for top Intelsat post. **PAGE 87.**

BY THE NUMBERS ◻ Rating service charts cable universe in U.S. at 35% penetration. **PAGE 92.**

STUCK IN THE MIDDLE ◻ C-SPAN is keeping low profile in skirmish between political parties on use of House coverage outtakes in election campaigns. **PAGE 95.**

FRENCH TEST ◻ Intelmatique releases numbers on videotext test. **PAGE 98.**

VIACOM'S BIAS ◻ Company's elder technical statesman, Frank Bias, is charting Viacom's multimedia course through the new technologies, realizing his boyhood aspirations. **PAGE 119.**

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Special Report

Changing Hands 1982

$1 billion (almost) in station trading

Broadcast station trading added up to $998,398,244 in 1982, the second largest volume in broadcasting history. The dollar volume was given a boost with the FCC's approval in April of Metromedia's $220-million purchase of ABC affiliate WCVB-TV Boston, the richest single-station trade of all time and its sale of KMBC-TV Kansas City, Mo., (ABC, ch. 9), to The Hearst Corp. for $79 million.

In the radio marketplace, $470,722,833 worth of stations changed hands, setting a new record in that category. In all, 597 radio stations were sold, 27 fewer than 1981's record of 624. The average price for a radio station was $788,480, up 9.8% from $717,689 in 1981, but still not equal to the 1980 record of $801,023.

Thirty TV stations were sold in 1982 for a total of $527,675,411. Excluding the Metromedia deals, however, and John Noels Jr.'s $6.5 million purchase for the balance of NWG Broadcasting's stock (KIMA-TV Yakima and satellite KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho), dollar volume was $301,175,411, a 32% gain over 1981's total of 227,950,000.

No station groups changed hands in 1982. The average price for a stand-alone AM station in 1982 was $495,061, a decrease of 12.9% from the 1981 average of $568,172. It is the second consecutive drop in two years, down 52.3% from the 1980 average of $765,000. Altogether, 216 stand-alone AM radio stations were sold.

The average price for a stand-alone FM station in 1982 was $1,255,361, down 7.3% from the the 1981 average of $1,350,000 and down 16% from the 1980 average of $1,493,000. In 1982, 105 stand-alone FM stations changed hands for a total of $131,812,949, against 96 stand-alone FM's for a total of $1,299,672,000 in 1981.

Bucking the trend established by stand-alone AM's and FM's in 1982, the value of an AM-FM combination increased. In 1982, 138 AM-FM combinations were sold for a total of $231,976,670, fetching an average price of $1,680,990 per combination, 59.4% greater than the average of $1,046,501 bought in 1981, when 139 combinations were sold for a total of $145,463,000.

Excluding the $229 million worth of Metromedia deals and the $6.5 million NWG Broadcasting buy-out, the average price for a TV station in 1982 was $12,047,016, slightly higher than the average of $11,997,000 in 1981, when 24 TV's were sold for a total of $227,950,000.

Again excluding the Metromedia and NWG Broadcasting deals, there were a total of nine major VHF TV station sales in 1982 adding up to $145,500,000, and 16 major UHF deals, for a total of $76,675,160. The average FCC approved VHF sale in 1982 yielded $16.2 million, and a UHF sale averaged $4.8 million. The average 1982 VHF sale rose 2.8% over the 1981 average of $15,723,000. The average UHF station price increased 38.8% over the 1981 average of $3,425,000. Neither of those estimates, however, equal led the 1980 averages: $17,461,000 for a VHF and $9,328,571 for a UHF.

Among the 11 major VHF stations to be sold in 1982, all were network affiliates, and included five affiliated with ABC, three with CBS, and two with NBC, plus one multiaffiliated station. Among the 16 major UHF sales, there were seven independents, four ABC affiliates, two affiliates each of CBS and NBC, and one subscription TV station.

Not included in any of the above figures, however, are station sales pending FCC approval or deals that have been announced but not yet filed at the FCC.

A significant increase in TV station trading activity began last August with the proposed sales of WFLD-TV Chicago (ch. 32) from Field Enterprises to Metromedia for $140 million and, in turn, Metromedia's deal to sell WTCN-TV Minneapolis (ch.11) to Gannett for $75 million and WXIX-TV Cincinnati to Malrite Broadcasting for about $45 million. Because of FCC rules prohibiting acquistion of co-located radio and TV stations, Metromedia agreed to sell WMET(FM) Chicago to Doubleday for $9.5 million. Metromedia, which owns the maximum of 21 broadcast stations allowed by the FCC, will again have room for one more TV after the closing. The price it is paying for WFLD-TV is to date a record for a UHF station.

Field last summer announced it was pulling out of broadcast station ownership and putting its five TV's up for sale. Subsequently it has reached agreements to sell KBHK-TV San Francisco (ch. 44) for $26 million to United Television Inc., and WLVI-TV Cambridge (Boston), Mass. (ch. 56) for $47 million to Gannett. Still to be sold are WKBD-TV Detroit (ch. 50) and WKBS-TV Philadelphia (ch. 48).

Field acquired its five TV's when it bought 77.5% of Kaiser Broadcasting Corp., the stations' former licensee, for $42,625,000 in 1977. It already owned 22.5%.

The prices paid for TV stations in deals still pending FCC action continued to set records in 1982. A group of investors to be assembled by Kohlberg, Kravis, Roberts & Co., a New York and San Francisco investment company, arranged a complicated deal with Gene Autry, 50.1% owner of Golden West Broadcasters, and The Signal Companies, which owns the balance of Golden West's stock. Under terms of the deal, The Signal Companies will pull out of Golden West Broadcasters and its interest transferred to Autry. Autry will become sole owner of all the Golden West broadcast properties, which include five AM's, three FM's and two TV's. But one of the television sta-

29 years of station transactions

Dollar volume of transactions approved by FCC

	Total	*Radio only*	*Combined Radio TV**	*TV only*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,660	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	174,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000**	267,296,410
1972	271,330,537	114,424,673	0	156,905,864
1973	230,381,145	160,933,557	2,812,444	66,635,144
1974	307,781,474	168,998,012	19,800,000	118,983,462
1975	259,485,961	131,065,860	0	128,420,101
1976	290,923,477	180,663,820	1,800,000	108,459,657
1977	289,871,604	161,236,169	0	128,635,435
1978	651,728,398	331,557,239	30,450,000	289,721,159
1979	1,116,648,000	335,597,000	463,500,000	317,581,000
1980	876,084,000	339,634,000	27,000,000	534,150,000
1981	754,188,067	447,838,067	78,400,000	227,950,000
1982	998,398,244	470,722,833	0	527,675,411
Total	$8,707,421,295	$3,910,083,165	$1,261,169,883	$3,547,498,147

Number of stations changing hands

	Radio only	*Combined Radio-TV**	*TV only*
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	3	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	2**	27
1972	239	0	37
1973	352	4	25
1974	369	5	24
1975	363	0	22
1976	413	3	32
1977	344	0	25
1978	586	5	51
1979	546	52	47
1980	424	3	35
1981	625	6	24
1982	597	0	30
Total	9,737	NA	836

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

*Prior to 1971 figures represent total number of deals involving both radio and television stations.

**Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.

tions, independent KTLA(TV) Los Angeles (ch. 5), will be spun off to Kohlberg, Kravis, Roberts & Co. For consideration, KKR will pay Signal $225 million for its interest in Golden West, plus $20 million to Autry, thus making it the highest price ever paid for a single station in broadcasting history. Also included in the deal are Golden West Productions, Golden West Videotape, and the company's subscription TV operation in the Dallas-Fort Worth area.

Gannett, as part of its campaign to trade up, also made a deal to swap its KOCO-TV Oklahoma City (ABC, ch. 5) for Chronicle Broadcasting's KRON-TV San Francisco (NBC, ch. 4) plus $100 million. Because it owns the maximum of five VHF's (and two U's) allowed by the FCC, it must sell one of each to acquire the Minneapolis and Boston outlets. Gannett is expected to spin off KARK-TV Little Rock, Ark. (NBC, ch. 4), to a local group led by that station's general manager. And last week it announced that it would sell WLKY-TV Louisville, Ky. (ABC, ch. 32), and WPTA(TV) Fort Wayne, Ind. (ABC, ch. 21), together, to Pulitzer Publishing Co. for a reported $24 million to $25 million.

Cincinnati-based Taft Broadcasting Co. and General Cinema Corp. recently filed applications at the FCC to exchange General Cinema's independent WCIX-TV Miami (ch.6) for Taft's WGR-TV Buffalo, N.Y. (NBC, ch. 2) plus $70 million. Broker estimates put the value of WCIX-TV in the neighborhood of $100 million.

Allbritton Communications, owned by Joe L. Allbritton, has an agreement to buy KATV(TV) Little Rock, Ark. (ABC, ch. 7), and KTUL-TV Tulsa, Okla. (ABC, ch. 8) from Leake TV Inc. for over $80 million. Allbritton owns one AM, one FM and three TV's.

Former Ziff Corp. President I. Martin Pompadur is putting together a group of general and limited partners to take the four remaining TV stations off Ziff's hands for $57 million. Ziff last year was granted FCC approval to sell WJKS-TV Jacksonville, Fla., and WRCB-TV Chattanooga (see below), following its announcement in the summer of 1981 that it was putting its TV stations on the block. The stations to be sold to Pompadur and company are WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio.

Time Inc. is about to complete its departure from broadcasting with its proposed sale of WOTV(TV) Grand Rapids, Mich. (NBC, ch. 8), to LIN Broadcasting Corp. for $32 million. Through its subsidiary, Time-Life Broadcasting Inc., Time once owned five TV's, including WRTV(TV) Indianapolis; KERO-TV Bakersfield, Calif.; KGTV(TV) San Diego, and KMGH-TV Denver, all sold to McGraw Hill Broadcasting in 1972 for $57 million. Time also is former 50% owner of KOB-TV Albuquerque, N.M.

Willoughby, Ohio-based Figgie International has proposed to sell WLIX-TV Onondaga, Mich., to Stephen Adams for $20.5 million. Adams last year was the principal behind the purchase of WGTU-TV Traverse City and satellite WGTQ-TV Sault St. Marie, both Michigan (see below), and also, subject to FCC approval, WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for $6.25 million and WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis, for $5.18 million (BROADCASTING, Jan. 3).

Barry Ackerley, who last year bought WIXT(TV) Syracuse, N.Y. (see below), also has an agreement to buy KKTV(TV) Colorado Springs for $15.5 million, from Jackson, Miss.-based Capitol Broadcasting Co.

Capitol Broadcasting also has a deal to sell WJTV(TV) Jackson, Miss., to the News-Gazette Co. for $19 million.

San Joaquin Communications Corp., which bought KSEE(TV) Fresno, Calif., from McClatchy Newspapers in 1979 for $13.5 million, has proposed to sell that station to Des Moines, Iowa-based Meredith Corp. for $17,611,230. San Joaquin Communications is a group of local businessmen and ranchers who acquired the station after filing a competing application for KSEE(TV) facilities.

Meredith in addition announced that it would by the remaining 60% balance it already did not own of WOFL-TV Orlando-Daytona, Fla., for $16 million from the current stockholders.

Meredith also has a preliminary agreement to sell KCMO(AM)-KCEZ(FM) Kansas City, Mo., to Fairbanks Broadcasting for about $8 million and WOW(AM) Omaha to Great Empire Broadcasting for about $2 million. A proviso in Meredith's preliminary agreement with Great Empire calls for the latter to sell its co-located AM station, KYNN, by Jan.19 of this year. As of press time, Great Empire had not announced a buyer.

Publicly traded, Denver-based MSO United Cable Television Corp., which owns 20% of WBTI(TV) Cincinnati, announced it would buy the other 80% Buford Television Inc. for $7.5 million. The deal followed United's $20-million investment in Buford's Home Entertainment Network, an STV operation, in early 1982.

Richard Benedek, principal owner of WTAP-TV Parkersburg, W. Va., has agreement to buy WYTV(TV) Youngstown, Ohio (ABC, ch. 33), for $9 million, from Adams-Russell Co., and announced he would buy WBKO(TV) Bowling Green, Ky. (ABC, ch. 13) from Blue Grass Media Inc. for $4 million (see "Changing Hands").

Media General Inc., Richmond, Va., is buying WCBD-TV Charleston, S.C. (ABC, ch. 2), for $8 million from The State Record Co. Media General last year also was granted FCC approval to buy Ziff-Davis's WJKS-TV Jacksonville, Fla. (see below).

Ted Baze, vice president, general manager and 20% owner of KGMC(TV) Oklahoma City (independent, ch. 34), has agreed to buy the 80% balance of the stock for $7 million from General Media Corp.

Joseph D. Jones, former director of minority affairs at KHJ(AM)-KRTH(FM) Los Angeles, has proposed to buy WHCT-TV Hartford, Conn., from Faith Center Inc. for $4,875,000 under the FCC's distress sale policy.

What could have been the largest radio station group acquistion in the past year fell through last November. Surrey Broadcasting, licensee of KAIR(AM)-KJYK(FM) Tucson, Ariz., in late 1981 had proposed to buy six of the seven radio stations belonging to The Charter Co. for $32 million. The deal collasped when a group of European investors Surrey had brought in to supply equity pulled out, forcing Surrey to modify its agreement and propose instead to buy only three stations, WOKY(AM) Milwaukee; WMIL(FM) Waukesha, Wis., and KYKY-FM St. Louis, for a total of $10 million. Although Surrey is still awaiting FCC approval to purchase those stations, it has already announced that the Wisconsin stations are on the block for $6 million.

What could turn out to be one of the biggest deals in 1983 was set in motion last year. The General Electric Co., which two years ago was unsuccessful in its $500-million bid to acquire Cox Broadcasting, announced all eight of its radio stations and two of three of its TV's were up for sale. Estimates of the value of GE's station portfolio varied slightly among brokers, but most put it in the range of $90 million to $100 million. GE said it would sell the stations anyway it could, piecemeal or in packages. As of press time, GE had not announced any buyers for its properties.

The following are summaries of broadcast station sales valued at more than $1.3 million and consummated last year:

VHF

The largest FCC-approved station trade in history went to Metromedia, which bought WCVB-TV Boston (ABC, ch. 5) for $220 million from Boston Broadcasters Inc., a group of 225 stockholders. To make room for its purchase, Metromedia sold KMBC-TV Kansas City, Mo. (ABC, ch. 9) to the Hearst Corp. for $79 million. Hearst now owns four AM's, three FM's and five TV's. The year before it acquired WDTN(TV) Dayton, Ohio (ABC, ch. 2) for $49 million.

Florida-based Gulf United Corp. bought the remaining 52% of KOOL-TV Phoenix (CBS, ch. 10) for $48 million from Tom Chauncey and Homer Lane. Gulf United earlier had picked up the other KOOL-TV stock from Gene Autry for $30 million. Gulf United now includes four AM's, six FM's and three TV's. It also sold WVOJ(AM) Jacksonville, Fla., for $600,000.

KVOA-TV Tucson, Ariz. (NBC, ch. 4), was sold to H&C Communications Inc. for $30 million. The buyer owns the *Houston Post*, three TV's and one AM. Jack Harris is president of the broadcast division.

Ziff-Davis was granted FCC approval to sell two TV's last year and has four more proposed sales pending at the FCC. Richmond, Va.-based Media General Co. bought WJKS-TV Jacksonville, Fla. (NBC, ch. 17), for $18 million, and Sarkes Tarzian bought WRCB-TV Chattanooga (NBC, ch. 3) for $16 million. I. Martin Pompadour brought together a group of investors to buy the other four for $57 million.

Pulitzer Publishing Co. sold WLNE(TV) Bedford, Mass.-Providence, R.I. (CBS, ch. 6), to Freedom Newspapers for 15.5 million.

The buyer is a Santa Ana, Calif.-based publisher of 31 daily and eight weekly newspapers owned by heirs of the late R.C. Hoiles. Freedom Newspapers now owns two TV's: it bought KTVL(TV) Medford, Ore., in 1981.

Pulitzer also has a deal awaiting FCC approval to swap KSDK(TV) St. Louis (NBC, ch. 5) for Multimedia's WXII(TV) Winston-Salem, N.C. (NBC, ch. 12), plus $9 million.

Barry Ackerly, who owns a Seattle-based outdoor and airport advertising firm, got into broadcasting by buying ABC affiliate WIXT(TV) Syracuse, N.Y. (ch. 9), from Larry Israel and Stephen Kumble for $13.8 million. The major stockholder in the seller was the WIXT Disposition Trust, which was administered by former trustees of Coca-Cola Bottling Co. of New York, which transferred its interests into the trust after it merged with Coca-Cola, Atlanta. Ackerly also bought, subject to FCC approval, CBS affiliate KKTV(TV) Colorado Springs (ch. 11), for $15.5 million.

KTVH(TV) Hutchinson (Wichita), Kan. (CBS, ch. 12), was sold by Cowles Media Co. to Kansas Broadcasting System Inc. for $11.5 million. Cowles bought KTVH in 1955 for $1 million, and still owns independent WDRB(TV) Louisville, Ky. (ch. 41), and a cable system serving Buffalo, N.Y. KTVH's buyer is principally owned by Ross Beach and Robert Schmidt, who own six AM'S, two FM's and two TV's and also acquired last year KAHL(AM)-KELN(FM) North Platte, Neb., for $810,000.

Wooster Republican Printing Co. bought multi-affiliated KFBB-TV Great Falls, Mont. (ch. 5), for $5.2 million from the estate of Donald P. Nathanson. The buyer, owned by Albert Dix and family, a Wooster, Ohio-based group owner of four AM's, four FM's and publisher of eight daily and 15 weekly newspapers, also bought ABC affiliate KCBJ-TV Columbia, Mo. (ch. 17), for $3.3 million.

WVII-TV Bangor, Me. (ABC, ch. 7), was sold to Seaway Communications Inc., for $3.3 million. The seller, owned by brothers John and Gerard Pineau, had no other broadcast interests. Seaway also owns WAEO-TV Rhinelander, Wis. (NBC, ch. 12), which was the first VHF to be acquired by minority representatives under the FCC's distress sale policy in 1978.

George Gillett sold KXON-TV Mitchell, S.D. (ABC, ch. 5), to Dakotaland Broadcasting Co. for $2 million. Gillett last year also sold CBS affiliate WSEE-TV Erie, Pa. (ch. 35), for $4.75 million. Dakotaland is owned by Sherwood L. Corner and Gilbert Moyle, who own two other TV's.

UHF

Richmond Va.-based Media General Corp. bought Ziff-Davis's WJKS-TV Jacksonville, Fla. (NBC, ch. 17) for $18 million. Media General is a publicly traded newspaper publisher that owns WFLA-TV Tampa, Fla. (NBC, ch. 8), and a cable system in Fredricksburg, Va. It also sold WFLA-AM-FM Tampa to John Blair and Co. for $14 million.

WDAU-TV Scranton, Pa. (CBS, ch. 22), was sold to Robert Dudley, Richard Benedek and Charles Woods for $12 million. Dudley is vice president at Avery-Knodel, New York station representative. Woods owns WTVY-FM-TV Dothan, Ala. (CBS, ch. 4), and WTVW(TV) Evansville, Ind. (ABC, ch. 7). Benedek owns WTAP-TV Parkersburg, W. Va. (NBC, ch. 15).

The Kansas State Network, owned by George Hatch and family, bought NBC affiliate KTSB(TV) Topeka, Kan. (ch. 27), for $10 million, from Ralph C. Wilson Industries. Hatch now owns a full complement of seven TV's plus six AM's and six FM's.

MMT Sales Inc.,a New York-based station representative, bought WSEE-TV Erie, Pa. (CBS, ch. 35), from George Gillett for $4.75 million. Gillett last year also sold KXON-TV Mitchell, S.D. (see above). The purchase represented MMT Sales's first venture into media ownership.

Philip J. Lombardo, the former president of Dun & Bradstreet's Corinthian Broadcasting, headed a group that bought WEZF-TV Burlington, Vt. (ABC, ch. 22), for $4.5 million. The Lombardo group included Hartstone & Dickstein, a Hartford, Conn.-in-

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U.S. Broadcasting Company
has acquired
KQAK FM
(formerly KMPX)
San Francisco, California
for
$5,500,000
from
Golden Gate Radio, Inc.
We are pleased to have served as broker
in this transaction
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C R B Broadcasting Corporation
has acquired
WAEB/WXKW – FM
Allentown, PA
for
$5,500,000
from
the stockholders of
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H.B. Radio of New York, Inc.
A subsidiary of Doubleday Broadcasting
has acquired
WTFM-FM
for
$8,700,000
from
Friendly Frost, Inc.
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Capitol Broadcasting Company, Inc.
has acquired
WRNL-AM and WRXL-FM
Richmond, Virginia
for
$4,000,000
from the
stockholders of
Rust Communications Group, Inc.
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Palmer Communications, Incorporated
has acquired
WTNT/WLVW-FM
Tallahassee, Florida
for
$2,600,000
from
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The Sale
of
KFBB-TV
Great Falls, Montana
from
Advance Corporation
to
Wooster Republican Printing Company
has been closed
We are pleased to have served as
broker in this transaction
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Ogden Broadcasting of Virginia, Inc.
has acquired
WTON-AM
Staunton, Virginia
for
$1,650,000
from
Augusta County Broadcasting Corp.
We are pleased to have served as
broker in this transaction
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TK Communications, Inc.
has acquired
KLVU-FM
Dallas, Texas
for
$8,500,000
from
SJR Communications, Inc.
a subsidiary of
San Juan Racing Association, Inc
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in this transaction
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vestment firm headed by Barry Dickstein, former president of Cincinnati-based Mariner Communications.

Joseph J. Brechner returned to broadcasting by putting together a group of limited partners to buy WMDT(TV) Salisbury, Md. (ABC, NBC, ch. 47), for $4 million.The station was in receivership at the time.

Independent KBSA-TV Guasti, Calif. (ch. 46), was sold to two nonprofit groups, Guadalupe Associates and deRance Inc., and other stockholders for $3.7 million. Several of the buyers included principals in KBSA-TV's former majority shareholder, Unity Minority Broadcasters, but excluded Leon Crosby, who held 48% of the stock.

WFFT-TV Fort Wayne, Ind., an independent on channel 55, was bought by the Charles Sawyer family for $3.3 million. The Sawyer family, based in Dayton, Ohio, now owns five AM's, four FM's and two TV's. In 1981 it acquired WHAG-TV Hagerstown, Md. (NBC, ch. 25).

The noncommercial Trinity Broadcasting Network, Santa Ana, Calif.-based owner of three TV's and permitee of two other TV's, bought independent WFTI-TV Poughkeepsie, N.Y. (ch. 54), for $2.9 million.

KLKK-TV Albuquerque, N.M., an independent on channel 23, was bought by entertainer Johnny Carson and 17 others, including playwright Neil Simon, singer Paul Anka, TV personality David Letterman and comedienne Joan Rivers, for $2,875,000 plus $830,000 for assumption of broadcast rights. Carson also owns 27% of independent KVUU-TV Las Vegas (ch. 5)..

Leon Crosby, former president and owner of KEMO-TV San Francisco, bought independent WJNL-TV Johnstown, Pa. (ch. 19), for $1,590,000. Crosby sold his 48% interest in KBSA-TV Guasti, Calif., (see above).

The FCC granted the distress sale of noncommercial WJAN(TV) Canton, Ohio (ch. 17), to the David Livingston Missionary Foundation for assumption of $1,346,250 debt. The station was owned by the PTL Television Network, Charlotte, N.C., which bought WJAN in 1977 for $2.5 million.

Center Group Broadcasting, owned by Stephen Adams, bought WGTU(TV) Traverse City (ABC, ch. 29), and its satellite, WGTQ(TV) Sault Ste. Marie (ch. 8), both Michigan, for $1.8 million. Center Group TV interests also include KIVA-TV Farmington, N.M. (NBC, ch. 12).

FM

Doubleday Broadcasting paid the most for a stand-alone FM in 1982—$8.7 million for WTFM(FM) Lake Success, N.Y. It also bought, subject to FCC approval, WMET(FM) Chicago from Metromedia for $9.5 million. Assuming the FCC approves the Chicago sale, Doubleday will own the full complement of seven FM's plus three AM's.

San Juan Racing Association sold its single remaining radio station, KLVU(FM) Dallas, to John Tenaglia and Robert Weary for $8.5 million. The buyers are the principal owners of WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla. SJR sold all its radio stations, except KLVU, in one of the big mergers of 1981, to Gulf United Corp.

Swanson Broadcasting, headed by Gerock Swanson, sold KEGL(FM) Fort Worth to Sandusky Newspapers for $8,315,000. Sandusky Newspapers also bought KWKI(FM) Kansas City, Mo. (see below), and now owns three AM's and six FM's.

Storer Broadcasting sold WLAK(FM) Chicago to Viacom International for $8 million. Viacom now owns two AM's, six FM's and two TV's. It also donated WWRL(AM) New York to the United Negro College Fund, which sold it to Unity Broadcasting (see below).

KBZT(FM) San Diego was purchased by brothers James and John Levitt for $6.3 million from Harold Gore and Norman Feur, who bought the station in 1978 for $965,000 plus $500,000 for a noncompete agreement. The Levitts also own KEZR(FM) San Jose, Calif.

Williamston, Mich.-based Liggett broadcast group bought WABX(FM) Detroit from Chicago-based Century Broadcasting Co. for $6 million. Liggett also sold WLOL(FM) Minneapolis to Jeffrey Smulyan and Michael Maurer for $6 million. Liggett Broadcasting is two-thirds owned by Robert Liggett and one-third by N. L. Bentson, who now owns one AM, five FM's and cable systems in Michigan.

New Jersey attorneys Frederick Mazey and Robert Elkins bought KMPX(FM) San Francisco for $5.5 million from Golden Gate Radio Inc. In 1981 Mazey and Elkins bought WGGG(AM) Gainesville, Fla.

Charter Co. sold WDRQ(FM) Detroit for $5 million to the Amaturo Group, a Fort Lauderdale, Fla-based group owner of two FM's and four TV's. Charter also had a deal to sell its six other radio stations to Surrey Broadcasting for $32 million, but that transaction was modified to sell only three for $10 million, subject to FCC approval.

WHOM(FM) Mount Washington, N.H., was sold for $3.5 million to a group headed by Frederick Godley, a New Canaan, Conn., investor.

Bill Lacey, principal owner of KXLS(FM) Enid, Okla., is the principal in a group that bought KLNK(FM) Oklahoma City from Sunbelt Communications for $3,456,000. Sunbelt bought the station two years earlier for $1.35 million.

KWKI(FM) Kansas City, Mo., was sold by Jimmy Swaggart Evangelistic Association to Sandusky Newspapers for $3.1 million. Sandusky also bought KEGL(FM) Fort Worth (see above).

Hollywood-based Shamrock Broadcasting, principally owned by Roy E. Disney and family, bought WFOX(FM) Gainesville, Ga., for $3,085,000 from L. H. Christian and family. Last year it also sold KYOK(AM) Houston (see below) and WBOK(AM) New Orleans, the latter for $900,000. It now owns one AM, five FM's and four TV's.

The Philadelphia-based Broadcast Enterprises National Inc., headed by Ragan Hen-

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ry, sold WFYV(FM) Atlantic Beach, Fla., to Metroplex Communications for $2.85 million. BENI last year also sold WCIN(AM) Cincinnati (see below). It now owns three AM's, one FM and one TV. Metroplex is a Cleveland-based group owner of one AM and four FM's owned by Norman Wain and Robert Weis. Last year they also sold WHTT(AM) Miami (see below).

WRKK(FM) Birmingham, Ala., was purchased by Mack Sanders for $2.6 million. Sanders last year also bought WNOX(AM) Knoxville, Tenn. (see below); WIZO(FM) Franklin, Tenn., for $800,000, and WYSH-AM-FM Clinton, Tenn. (see below). He spun off WYSH(AM) for $500,000 to comply with the FCC's multiple ownership rules. He now owns three AM's and three FM's.

Wendell Triplett sold WUSW(FM) Lebanon, Tenn., to Mooney Broadcasting for $2.5 million. The buyer is a Knoxville, Tenn.-based group owner of three AM's and three FM's which last year sold WMAK(FM) Hendersonville, Tenn. (see below), and sold WUNO(AM) San Juan, P.R. (see below).

WHHR(FM) Hilton Head Island, S.C., was sold to Hilton Head Broadcasting Corp. for $2.4 million. The buyer is owned by three Hilton Head businessmen who had no other broadcast interests.

Sixty percent of WFMR(FM) Milwaukee was purchased by Thomas Embrescia and others for $2 million. Embrescia led a group that owned the other 40%.

Patten Communications Corp. of Southfield, Mich., sold WNJY(FM) Riviera Beach-West Palm Beach, Fla., to Lappin Communications for $1,615,000. The buyer, owned by Robert Lappin and his wife, Dorothy, also owns WMAS-AM-FM Springfield, Mass.

KMXX(FM) Austin, Tex., was bought by Clear Channel Communications Inc. for $1.6 million. Clear Channel is a San Antonio, Tex.-based group principally owned by Lowry Mays and B. J. McCombs who now own four AM's and four FM's.

John Brown University sold KMCK(FM) Siloam Springs, Ark., to Jess Smith and Allen Burns for $1 million. Smith is news director at KKDA(AM) Dallas and Burns is a Dallas businessman.

Ogden Newspapers, publisher of the *Wheeling* (W. Va.) *News Register*, bought WMNB(FM) North Myrtle Beach, S.C. (and a CP for a new AM), for $1.5 million. Last year it also acquired WTON(AM) Staunton, Va. (see below).

KINT-FM El Paso, Tex., was sold by Taber Broadcasting Inc. to Great American Broadcasting Co. for $1.5 million. Great American, owned by B. Thomas Hoyt, the former president of Heftel Broadcasting, a major radio group, also bought KELP(AM) El Paso from Clear Channel Communications for $650,000 last year.

A group of businessmen from two Kansas towns, Russell and Hays, bought KJLS(FM) Hays for $1.35 million plus $100,000 for a five-year noncompete agreement. The group included Bruce Kent, a Hays attorney; Norman Brandeberry, a Russell oil and gas company executive, and Donald Buster, a Hays investor.

Mooney Broadcasting sold WMAK(FM) Hendersonville, Tenn., to Samuel H. Howard, for $1.35 million. Howard owns 78% of WVOL(AM) Berry Hill, Tenn., and one-third of KTPK(FM) Topeka, Kan.

Newhouse Broadcasting Corp., on its way to complete its divestiture of broadcasting, sold WTPA(FM) Harrisburg, Pa., for $1.25 million to Foster Media Corp., which is controlled by John H. Foster, who heads a Stamford, Conn.-based investment company and holds interests in three AM's and one FM.

Theodore Feinstein and family sold WLYN-FM Lynn, Mass., to Stephen Mindich for $1.1 million. Mindich is the publisher of the weekly *Boston Phoenix*.

WYBR(FM) Belvedere-Rockford, Ill., was purchased by Sentry Insurance, Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. It was sold by Jack Ambrozic, who also bought WLKE(AM)-WGGQ(FM) Waupun, Wis. (see below).

Bill Myers sold WZZC(FM) East Moline, Ill., to Sconnix Group Broadcasting Inc. for $1,080,000. Sconnix is a Laconia, N.H.-based group of three AM's and four FM's which last year also sold WDON(AM)-WSRK(FM) Oneonta, N.Y. (see below).

Walton Stations, a Pebble Beach, Calif.-based station group, bought KKCS-FM Colorado Springs from Mountain Center Broadcasting for $1,020,000. Walton Stations last year also bought co-located KYSN(AM) (see below) from a different seller and now owns four AM's and three FM's. John B. Walton is the principal owner.

Robert B. Taylor, former owner and general manager of WRKT-AM-FM Cocoa Beach, Fla., bought WXKE(FM) Fort Wayne, Ind., for $1 million.

WCOD-FM Hyannis, Mass., was sold by the estate of John Keljikan to Taylor Communications for $1 million. The buyer is a subsidiary of J. J. Taylor Distributing Co., a North Dartmouth, Mass., beer and wine distributing company.

AM

WOWO(AM) Fort Wayne, Ind., was sold by Westinghouse Broadcasting and Cable Inc. to Price Communications for $6 million. The buyer is a New York-based group that was formed to buy communications properties. Principal stockholders include Robert Price, who is a former general partner in Lazard Freres, a New York investment banking firm.

Metroplex Communications, owned by Norman Wain and Robert Weiss, sold WHTT(AM) Miami to Herbert Levin and others for $2.2 million. Levin is general manager of WQBA-AM-FM Miami.

Ragan Henry's Broadcast Enterprise National Inc. sold WCIN(AM) Cincinnati to

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has acquired radio station
WDRQ-FM
Detroit, Michigan
from
Charter Broadcasting, Inc.
For $5,000,000
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KLM Communications for $2.2 million. KLM, owned by Ken McDowell, is a Cincinnati attorney and former account executive at WLWT(TV) Cincinnati.

Tom Chauncey bought back KARZ(AM) Phoenix from Stauffer Communications for $2 million. Chauncey also sold his interest in KOOL-TV Phoenix (see above) but kept colocated KOOL-FM.

Detroit investor Harvey Deutch bought WMZK(AM) Detroit from Booth American Co. for $2 million.

The employes of KOLT(AM) Scottsbluff, Neb., bought that station from Russell Hilliard and family for $1,867,500.

WRNG(AM) North Atlanta, Ga., was sold by Charles Smithgall to his son, Charles Smithgall III, the station's general manager for $1.8 million.

Taft Broadcasting sold KQV(AM) Pittsburgh to Richard Mellon Scaife for $1.75 million. Scaife publishes the daily *Sacramento* (Calif.) *Union* and a daily newspaper in Greensburg, Pa.

Ogden Newspapers bought WTON(AM) Staunton, Va., for $1.65 million. It also bought WMNB(FM) (and a CP for a new AM) in North Myrtle Beach, S.C., for $1.5 million (see below).

WLOU(AM) Louisville, Ky., was bought by John H. Johnson for $1.6 million. Johnson publishes *Ebony* and *Jet* magazines and also owns WJPC(AM) Chicago.

Viacom International Inc. donated WWRL(AM) New York to the United Negro College Fund which in turn sold it to the National Black Network for $1.5 million. National Black Network is a New York-based black-oriented news and information network principally owned by Eugene D. Jackson and Sydney L. Small. They also own WDAS-AM-FM Philadelphia and KATZ(AM) St. Louis, the latter they bought in 1981 for $2,695,000.

Willie Davis, former Green Bay Packers linebacker, bought KYOK(AM) Houston from Shamrock Broadcasting for $1.5 million. Davis's All Pro Broadcasting now owns three AM's, one FM and one TV.

WYCB(AM) Washington was purchased by its general manager, Howard Sanders, and secretary, Jacqueline Robinson, and others for $1,375,000. Sanders also was the principal owner in a group that purchased WENN-AM-FM Birmingham, Ala., for $3 million (see above).

Pebble Beach, Calif.-based Walton Stations bought KYSN(AM) Colorado Springs for $1.3 million. Walton, principally owned by John B. Walton, also bought co-located KKCS-FM from Mountain Center Broadcasting for $1.3 million. Walton Stations now include four AM's and three FM's.

Reno financial consultants Roger Larson and Hollis Norton bought KGU(AM) Honolulu for $1.3 million.

KXIV(AM) Phoenix was sold to Phoenix real estate developer Michael D. Levin for $1.2 million.

Jose J. Acosta and family, who own WFID(FM) Rio Piedras, P.R., bought WUNO(AM) San Juan, P.R., for $1.2 million. The seller is the Knoxville, Tenn.-based Mooney Broadcasting Corp., which last year also sold WMAK(FM) Hendersonville, Tenn., for $1.35 million (see above) and bought WUSW(FM) Lebanon, Tenn., for $2.5 million (see above).

WNOX(AM) Knoxville, Tenn., was sold by Scripps-Howard Broadcasting to Mack Sanders for $1.2 million. Seller is publicly traded, Cleveland-based group owner of three AM's, four FM's and six TV's, part owned by Scripps-Howard Newspaper group. Buyer also last year bought WRKK(FM) Birmingham, Ala., and other stations (see above).

WRJZ(AM) Knoxville, Tenn., was sold by Eric Jorgensen to Glenview, Ill., broadcast consultants Burt Sherwood and Bill Hennes for $1.2 million.

Jacqueline Lindauer sought and was granted a waiver of the FCC's three-year-rule to sell KANC(AM) Anchorage to Community Pacific Broadcasting Corp. for $1,106,750. Lindauer, who bought the station in 1980 for $530,750, was granted the waiver on grounds of financial distress. Community Pacific also bought KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, all California (see below).

The Polish American Congress and a group of other investors headed by Algis Zaparackas, a design engineer with the Ford Motor Co., Detroit, bought WPON(AM) Pontiac, Mich., for $1,065,000.

KEND(AM) Lubbock, Tex., was sold to James Thrash and John Frankhouser for $1,015,000, who also own two AM's and two FM's.

Los Angeles Lakers basketball player Earvin Johnson Jr. bought KWBZ(AM) Englewood, Colo., for $1 million from John C. Mullins Jr., and his mother, Martha Welch.

KSCJ(AM) Sioux City, Iowa, was sold for $1 million to Apple Broadcasting Corp., owned by Sioux City businessmen Larry Magnuson and brothers William and Thomas Burke.

The San Juan archdiocese, owner of WORO(FM) Ponce, P.R., bought WKVM(AM) San Juan, P.R., for $1 million.

AM-FM Combinations

The highest price paid for a group of radio stations last year was the result of a merger between two Chicago-based corporations. Publicly-traded, diversified Northwest Industries sold its beverage subsidiary, which owned KKUA(AM)-KQMQ(FM) Honolulu and KJOI(FM) Los Angeles, to Beatrice Foods Co. A $20 million value was assigned to the radio stations in the $600 million deal. Beatrice later sold the Honolulu stations to Patrick Lannan and others (see below).

Heftel Broadcasting, principally owned by Representative Cecil Heftel (D-Hawaii), sold WXKS-AM-FM Medford, Mass., to a general partnership of WXKS-AM-FM employes and a group of limited partners for $15 million, headed by Richard Balsbaugh, vice president and general manager.

Richmond, Va.-based Media General Co. sold WFLA-AM-FM Tampa, Fla., to John Blair & Co. for $14 million. Media General last year also bought WJKS-TV Jacksonville, Fla., from Ziff Davis (see above). John Blair & Co. is a publicly traded, New York-based station representative and now owns two AM's, two FM's and three TV's.

Another station representative, Katz Communications, bought WDBO-AM-FM Orlando, Fla., from the Outlet Co. for $9.5 million. In 1981 Katz got into station ownership by purchasing group owner Park City Communications for $16 million and its station portfolio now includes three AM's and five FM's. Katz also bought WSYR-AM-FM Syracuse, N.Y., last year for $5.1 million from Newhouse Broadcasting.

Another pair of Orlando, Fla., radio stations, WLOF-AM-FM, was sold by Robert W. Rounsaville to Nationwide Communications for $7 million. The buyer is a subsidiary of Columbus, Ohio-based Nationwide Mutual Insurance Co. and through subsidiaries now owns three AM's, six FM's and three TV's. Last year it also bought a cable system serving 10 central Ohio communities for more than $10 million.

Cleveland-based Malrite Communications Group bought KLAK(AM)-KPPL(AM) Lakewood, Colo., for $7 million from a subsidiary of the Des Moines Register and Tribune Co., publisher of *Des Moines Register*. Malrite, headed by Milton Maltz, now owns six AM's, six FM's and four TV's.

Harris Enterprises, headed by former FCC Commissioner Robert Wells, bought WACO(AM)-KHOC(FM) Waco, Tex., for $2,668,000 from WACO Broadcasting Inc. Harris, a Garden City, Kan.-based newspa-

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per publisher, is principally owned by John P. Harris and family, and now owns seven AM's and five FM's.

KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, Calif., was sold by Thomas Jones and sister, Sally, to Dana Kott and wife, Carole, for $2.6 million. Dana Kott is the former owner of WCOD(FM) Hyannis, Mass.

Davenport, Iowa-based Palmer Communications bought WTNT(AM)-WLVW(FM) Tallahassee, Fla., from Robert Ingstad for $2.6 million. Ingstad also sold WDRV(AM)-WLVV(FM) Statesville, N.C. (see below). Palmer Communications now owns four AM's, four FM's and three TV's.

Leonard Strauss sold KLDY(AM)-KSAS(FM) Liberty, Mo., to Larry Saunders and Norman Beasley for $2,350,000. The buyers also own WWDE(AM)-WPEX(FM) Hampton, Va.

Ed Muniz bought out his other two partners, Michael O'Keefe and Brennan Bridgeman, to acquire WNNR(AM) New Orleans and WAIL(FM) Slidell, La., for $2,316,000. The three of them also sold KIEL(AM)-KEZQ(FM) Jacksonville, Ark., and Bridgeman and other principal bought out Muniz and O'Keefe's interest in KALO(AM)-KZZB(FM) Beaumont, Tex. (see both below).

WOKS(AM)-WFXE(FM) Columbus, Ga., was sold by Ken Woodfin and Milton Hirsch to a group led by John Lee for $2.3 million. Lee is president of KLBK-TV Lubbock and KTXS-TV Sweetwater-Abilene, all Texas.

Brothers Charles and Robert Mortimer sold KPTL(AM)-KKBC(FM) Carson City, Nev., to Woodward Communications for $2,050,000. Woodward Communications is a family-owned, Dubuque, Iowa, publisher of the daily *Dubuque Telegraph Herald* and group owner of four AM's and four FM's.

WMFR-AM-FM High Point, N.C., was sold by Frank Lambeth and family to Jack McCarthy and Carl Venters for $1.8 million. McCarthy is the former general manager of WPXI(TV) Pittsburgh, and Venters is the former president of Durham Life Broadcasting, Raleigh, N.C.

Arnold Morck sold KRKK(AM)-KQSW(FM) Rock Springs, Wyo., to Brian Cobb and Tom Geimer for $1.8 million. Cobb is a former general manager of KOA-AM-FM-TV Denver and Geimer is a Denver stockbroker.

Robert Ingstad, who sold WTNT(AM)-WLVW(FM) Tallahasee, Fla. (see above), also sold KGRZ(AM)-KDXT(FM) Missoula, Mont., for $1.75 million. The buyer is owned by Samuel C. Johnson and family. Johnson is a Racine, Wis., businessman.

WDRV(AM)-WLVV(FM) Statesville, N.C., was sold by Metrolina Communications Corp. to Raleigh, N.C.-based Capitol Broadcasting Inc. for $1.75 million. Capitol also sold KMAC(AM) San Antonio, Tex., last year for $1 million and is awaiting FCC approval to buy KBEQ(FM) Kansas, City, Mo. from Mariner Communications for $5.25 million. It now owns four AM's, six FM's and one TV.

Mark Woodlinger, former owner of KBEQ(FM) Kansas City, Mo., bought KCLO(AM)-KTRO(FM) Leavenworth, Kan., for $1.7 million.

Radio and TV entertainer Ralph Edwards sold KNTB(AM)-KLYD(FM) Bakersfield, Calif., to American General Media Corp. for $1,375,000 plus $300,000 for a noncompete agreement. AGMC's broadcast interests now include three AM's and three FM's. AGMC spun-off KNTB to Alexander Klien Jr. and his wife, Barbara, for $650,000.

KTYL-AM-FM Tyler, Tex., was sold to a group led by Atlanta refrigerated transport company executive Richard Beauchamp for $1.6 million.

W.J. Wheeler sold KTGR(AM)-KCMQ(FM) Columbus, Mo., to group headed by Jim McCruden for $1,286,250 plus $375,000 for a noncompete agreement. McCruden's broadcast interests now include three AM's and two FM's.

Daniel Kops and Richard Monahan sold WAVZ(AM) New Haven and WKCI(FM) Hamden-Hartford, Conn., to Eastern Broadcasting Corp. for $6 million. Eastern is a Washington-based group of five AM's and five FM's principally owned by Roger Neuhoff, president.

KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, both California, were sold by Kilibro Broadcasting Corp. and Monterey Peninsula Communications Inc. to Community Pacific Broadcasting Corp. for $5,650,000. The buyer, based in Gresham, Ore., is principally owned by David Benjamin, chairman, and Charles Banta, president, and also bought KANC(AM) Anchorage, Alaska last year (see above). They now own seven AM's and three FM's.

William Rust Jr. and family reduced their broadcast group to four AM's and four FM's by selling WAEB(AM)-WXKW(FM) Allentown, Pa., to Carter Burden and Edward Rogoff for $5.5 million. Burden and Rogoff also own WTCR(AM) Kenova and WHEZ(FM) Huntington, W. Va., which they bought in 1981 for $2.5 million.

Affiliated Communications, a subsidiary of *Boston Globe* publisher, sold WSAI-AM-FM Cincinnati for $5.2 million to Booth American Co. In 1981 Affiliated closed on the purchase of WAIV-AM-FM Jacksonville, Fla., so its broadcast interests stayed even at five AM's and five FM's.

WSYR-AM-FM Syracuse, N.Y., wa sold by Newhouse Broadcasting to Katz Communications for $5.1 million. Katz also bought WDBO-AM-FM (see above).

McClatchy Newspapers sold KOH(AM)-KNEV(FM) Reno and KBEE-AM-FM Modesto, Calif., to John Price and family for $4.5 million. McClatchy, besides publishing newspapers in Fresno and Sacramento, both California, still owns two AM's, two FM's, one TV and California and Reno, Nev., cable franchises. The Price family owns KKRD-FM Wichita, Kan., and KROW(AM) Reno, and also bought, subject to FCC approval, WWVA(AM)-WCPI(FM) Wheeling, W. Va., and KCPX-AM-FM Salt Lake City from Columbia Pictures Industries for $11.75 million.

Francis Lough and Irving Cottrell sold WLNA(AM)-WHUD(FM) Peekskill, N.Y., to Gary B. Pease for $4.2 million. Pease is former vice president of General Communicorp, New Haven, Conn.

Boston neurosurgeon David A. Roth bought KCBN(AM)-KRNO(FM) Reno from Lorraine W. Arms for $3.775 million. The year before Roth bought WIRA(AM)-WOVV(FM) Fort Pierce, Fla., for $2.225 million.

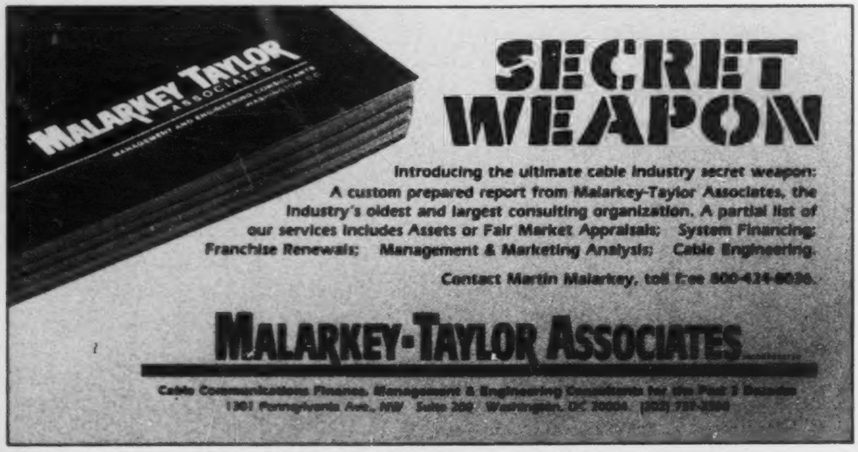
John S. Tyler sold KATT-AM-FM Oklahoma City to Surrey Broadcasting for $3.65 million. Surrey owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and has modified an agreement to buy WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis., along with KYKY-FM St. Louis for $10 million from Charter Broadcasting. It originally planned to buy six of Charter's seven radio stations for $32 million.) Surrey also announced it would sell the Wisconsin stations for $6 million once it was granted FCC approval to buy the stations from Charter.

WCRT(AM)-WQEZ(FM) Birmingham, Ala., was bought by Mobile, Ala-based Capitol Broadcasting Corp. for $3,381,000. Capitol now owns four AM's and four FM's.

A.G. Gaston sold WENN-AM-FM Birmingham, Ala., for $3 million to a group led by Howard Sanders, who also was the principal in the group that bought WYCB(AM) Washington (see above).

Marvin Josephson Associates, the publicly traded New York-based international talent agency and producer of *Captain Kangaroo*, bought WVKO-AM-FM Columbus, Ohio, for $3 million. Josephson International now owns three AM's and three FM's.

William Matta sold WCKG(AM)-WFFM(FM) Braddock, Pa., for $3 million to Robert Benns, president and 50% owner of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WMYK(FM) Elizabeth City, N.C.

A.S. Abell Co., publisher of the *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, bought WTJZ(AM) Newport News and WQRK(FM) Norfolk, Va., for $3 million. Last year it also bought WCRJ-AM-FM Jacksonville, Fla., for $2,093,000 and now owns two AM's, four FM's and one TV.

Ed Muniz, Brennan Bridgeman and Michael O'Keefe sold KIEL(AM)-KEZQ(FM) Jacksonville, Ark., to a group led by Robert Understein for $1.5 million. Muniz also bought out his other partners' interest in WNNR(AM) New Orleans and WAIL(FM) Slidell, La. (see above) and Bridgeman bought out Muniz and O'Keefe's interests in KIEL(AM) and KALO(AM)-KZZB(FM) Beaumont, Tex. (see below). Understein is former principal in WAVA(FM) Arlington, Va., which was sold last year to Doubleday Broadcasting for $8 million.

KYLT-AM-FM Missoula, Mont., was sold to Phillip B. Huff and others for $1.5 million. Huff, a Boulder, Colo., radio promoter and merchandiser, has no other broadcast interests.

James Harbart sold KSEK(AM)-KMRJ(FM) Pittsburg, Kan., to Richard Chegwin and John David for $1.45 million. Chegwin and David also own KVRO(FM) Stillwater, Okla.

WTIP(AM)-WTIO(FM) Charleston, W. Va., was sold by Gus Zaharis to Beasley Broadcast Group for $1,425,000. The Beasley group now includes six AM's and seven FM's.

Terry Jacobs bought WKYG(AM)-WQAW(FM) Parkersburg, W. Va., for $1.4 million. Jacobs now owns four AM's and two FM's.

Paul Reid sold WLAG(AM)-WWCG(FM) La Grange, Ga., to Robert Williams and others for $1,370,000. Williams is a former marketing director at McGavren Guild, New York.

Charles Jordan and Gary Ackers bowed out of KRMD-AM-FM Shreveport, La., by selling their interests to their other partners, Robert Hyde and Jim Phillips, for $1,350,000.

Richard Surles sold WISP(AM)-WQDW(FM) Kinston, N.C., to Thomas Joyner and David Weill for $1.35 million. Joyner owns 50% of WCLE(AM)-WQLS(FM) Cleveland, Tenn.

KOLE(AM) Port Arthur and KZOM(FM) Orange, both Texas, was sold to Dale Palmer and Jimmy Welch for $1,325,000. Palmer is a former principal in Tyler, Tex.-based Center Group Broadcasting, but sold his interest to other partner, Steve Adams, last year.

Beatrice Beverage Co. sold KKUA(AM)-KQMQ(FM) Honolulu to J. Patrick Lannan Jr. and others for $1.35 million. Beatrice Foods, parent of seller, acquired the Honolulu stations along with KJOI(FM) Los Angeles from Northwest Industries as part of a $600-million merger of Northwest's beverage subsidiaries, which were licensees of stations (see above).

Kerby Confer and Paul Rothfuss sold WKRT(AM)-WNOZ(FM) Cortland, N.Y., to Robert Burstein, John Laubach and Larry Garrett for $1.35 million. Burstein and Laubach own WCCK(AM)-WEYZ(FM) Erie, Pa., where Garrett is general manager. Confer and Rothfuss also bought WDIX(AM)-WPJS(FM) Orangeburg, S.C., for $1.25 million.

Sconnix Group Broadcasting, which bought WZZC(FM) East Moline, Ill. (see above), also sold WDOS(AM)-WSRK(FM) Oneonta, N.Y., for $1.3 million to group of New York investors led by John McGeehan and Jan Mitchell. □

Mixed reviews on 1982 from brokers

Whether buyers or sellers had better year is open to question, but business remained upbeat; 1983 could be banner year if interest rates and FCC multiple ownership limits recede

Brokers are divided in their appraisals of the 1982 station trading season. Some say it was a seller's market, others say buyers were still in hiding, waiting for interest rates to drop. Declining prices of the average stand-alone AM and FM radio station presented no concern. Many brokers said that if 1982 was not the best year they ever had, it was as good as most years. A few brokers proclaimed 1982 "excellent," or "the best year we ever had."

Whatever their fortunes in 1982, brokers see a promising 1983. They expect interest rates to continue to fall in 1983, bringing down the cost of borrowing money and sparking a brisk year of station trading.

Across the board, brokers report the trends they reported in 1980 and 1981: Stand-alone AM's are difficult to sell; more radio station deals are owner-financed with the seller taking back paper to help the buyer take over the property.

"Television and radio are still a healthy business. There are still more buyers than sellers, but it's tough to pay high prices in a money market that is difficult and an economy that is difficult," explained Jim Blackburn, president of Blackburn & Co., Washington. Blackburn added that his firm handled "far fewer facility buys" in 1982 than previously, explaining that buyers were giving a hard look to cash flow and the station's financial record, rather than seeking out a poorly rated station and attempting to turn it around.

The high cost of money, brokers agree, hits the newcomers to broadcasting hardest. Cecil Richards, of Falls Church, Va., who has been in the media brokerage business for 15 years and who handled the $86-million San Juan Racing Association-Gulf United station group merger of 1981, reported: "There's always been money available [to buy a station]; it's just the high cost of it that's the problem. There are a lot of buyers out there waiting for the interest rates to come down significantly and substantially. They haven't come down that far to shake lose all those buyers. I think [1983 is] once again going to be a seller's market."

But Richards reports he got fewer calls from entreprenuers last year, from the prospective buyer who is an announcer or a sales manager at a radio station, has saved a little money and is hoping to put together a leveraged deal to buy a station. "Most of them are aware that it just isn't the right time to even try," Richards said.

Bill Chapman of Chapman Associates, Atlanta, Ga., estimated his firm handled about one broadcast station sale per week last year, and currently has over 150 properties listed across the country. All-cash deals are continuing to disappear, Chapman believes, and he sees "more and more discrimination by the buyers in seeking earnings as well as facilities." The more demanding buyers, Chapman thinks, also helped to bring down the multiples—one of the ingredients that goes into appraising the value of a broadcast station.

Brokers warn, however, against relying too heavily on multiples, whether based on gross revenues or on cash flow. Robert Mahlman, a New York broker who specializes in radio properties, pointed out that radios multiples vary from market to market. "I don't think they've fallen drastically for excellent facilities in the sunbelt areas," Mahlman said, but "they have fallen in industrial areas." For industrial areas, Mahlman reported multiples are in the range of two-to-two-and-a-half times gross revenues, and eight to eight-and-a-half times operating cash flow. In sunbelt areas, Mahlman said, "we're still in the three's and the ten's" for stand-alone FM's and AM-FM combinations with good facilities. Mahlman reports that for his last fiscal year he had handled about

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$18 million in radio station transactions.

Ted Hepburn, a Cincinnati-based broker who had eight closings in 1982 totaling more than $52 million, saw a "softening" in 1982 station trading, especially in the first three quarters of the year, which he attributes to "the sluggish economy and the high cost of money." Although Hepburn still sees no "roaring optimism" among players in station trading, he notes that the market continues to perk along because "people have learned to live with it."

Hepburn agreed with Mahlman that multiples do not remain constant between markets. Hepburn even sees the gap between certain markets growing ever wider, "where the disparity between the haves and have-nots is becoming more evident." Explained Hepburn: "An FM station in Atlanta is going to command a significant multiple, as it would in Dallas or Houston. But that same station in Detroit, Cleveland or even Birmingham, Ala., might [carry a] 30 or 40% lower multiple. Where you might get 11 or 12 times in Atlanta or Dallas, you might get six or seven times in another market."

Howard Stark, a New York broker, points out that the FCC's rule limiting group ownership to seven AM's, seven FM's and seven TV's contributes to TV station trading. Most of the major trading is among full group owners, who must sell a TV to make room for another in their push to trade up, Stark explained. But after a point, Stark added, there is no more room for movement. "If you look at who owns the major markets, the major groups own most of those, and they wouldn't sell any of them unless they could upgrade, and it's tough to upgrade a major market," Stark said. If the FCC lifts or relaxes its limits on station ownership, Stark foresees an increase in trading activity, but he predicts major group owners and the networks will be relatively unaffected. Stark thinks the FCC will keep a limit on the percentage of the total audience a given owner can reach. Stark closed two TV station sales in 1982 totaling $157 million, and arranged three other major market deals involving four TV's collectively worth $492 million, he said.

The supply of good TV's for sale is "very limited," said Richard Crisler, a Cincinnati broker, who recently brokered the Pulitzer purchase of two of Gannett's TV stations (see "Changing Hands"), and Pulitzer's sale to Freedom Newspapers of WLNE-TV New Bedford, Mass.-Providence, R.I. His partner, Clyde Haehnle, reports the TV market may even be beginning to soften slightly. "We're no longer getting 10-times multiples on that side of the fence. We're looking at nine times. Financial institutions will not lend much if you're talking over nine times."

However, with stand-alone FM's, Crisler believes "there's no real multiples because [the principals] are looking at the market and the chance to do business." And "for a good facility AM station there are buyers," Crisler said, although generally his opinion is that for other stations it is a seller's market.

The decrease over the past two years in the average price of stand-alone AM and FM stations is principally due, Crisler and Haehnle say, to an increase in the volume of smaller stations being sold off. The reason, Crisler tersely explained, is that "a lot of them don't make any money."

Dick Kozacko of the Keith W. Horton Co., Elmira, N.Y., reported he did in 1982 "about half the volume" of the previous year, but still handled about 10 sales totaling over $5 million. "Performance is definitely far more meaningful than it ever was before," Kozacko asserted, with buyers giving a more cautious look at the kind of debt they are going to have to service.

When brokers talk about the big deals, the sales of TV stations in major markets, they usually end up talking about the same person who, they suggest, has been a major impetus behind recent TV trading: John W. Kluge, chairman of Metromedia Inc. Kluge's overtures to buy Field Enterprises' WFLD-TV Chicago at a premium price may have motivated Field to sell out of television altogether while the market was hot, brokers hypothesize, and that set off a chain-reaction as group owners scrambled to trade up. Gannett, which has agreements to buy two of Field's stations and one of Metromedia's and to swap another plus cash for Chronicle Broadcasting's San Francisco VHF, also has agreements to sell two TV's to Pulitzer and another to one of its general managers. Without that sort of trading, brokers say the last quarter of 1982 would have been a good deal less exciting. ■

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Lansing lands. Former 20th Century-Fox Productions President Sherry Lansing has formed a new independent production company with producer/director Stanley Jaffe, based at Paramount Pictures in Los Angeles. Under terms of the five-year exclusive production agreement, Hollywood-based Lansing and New York-based Jaffe will co-produce their own films and produce films that Jaffe directs, and will acquire completed features for distribution through Paramount. No films are in development now, but a studio spokesman said about three or four films per year are expected from the partnership. Lansing resigned last month from her post at Fox (BROADCASTING, Jan. 3), and it had been speculated that she might head the newly formed studio backed by Home Box Office, CBS Inc. and Columbia Pictures.

TF-1	France
Transtel	West Germany
TV Service of Oyo State	Nigeria
Unifrance	France
VCI	France
Visnews	U.K.
Westchester Films	U.S.

'MH, MH' to return

Popular late-night show will be made available by Embassy

For the first time since its original 1976-77 syndication, the *Mary Hartman, Mary Hartman* comedy/drama series is being made available to television stations, Embassy Telecommunications President Gary Lieberthal announced last week.

All 325 episodes of the half-hour strip will become available beginning April 4 as part of what Embassy termed "a master plan designed to ultimately provide ongoing original entertainment programing to local stations."

Lieberthal told BROADCASTING he expects Embassy to have a new scripted series available by the time the re-released program completes its second run in June 1984. "What made *Mary Hartman, Mary Hartman* economically viable was the cooperative formed by both independent stations and network affiliates," he said. "Our goal is to build that 'network' again and, with it, create the base for another first-run entertainment series."

Lieberthal expects most stations to schedule the re-released program in late fringe periods, although several are placing it in prime time and late afternoon slots. *Mary Hartman, Mary Hartman* has been sold in "about 20" markets so far, including seven of the top 10. Sales in New York and Los Angeles are expected "in about a week." Among markets where the series has been sold are Chicago (WFLD-TV), Philadelphia (WKBS-TV), San Francisco (KBHK-TV), Boston (WLVI-TV), Detroit (WJBK-TV), Cleveland WJKW-TV), Dallas-Fort Worth (KTVT-TV), Houston (KHTV-TV) and Seattle-Tacoma (KSTW[TV]).

Lieberthal describes the show as "blue-collar, middle-America humor" that has not become dated during the intervening seven years. "Nearly 70% of the women who are 18 to 28 years old now—who were the backbone of this show—were under the age to watch it then. There's a whole new audience out there."

Mary Hartman, Mary Hartman was carried by about 125 stations during its first run, which began in January 1976. □

ABC takes out insurance policy for Olympics

Policy for summer games includes ratings protection

ABC has purchased a $200-million insurance policy for its coverage of the summer Olympics to be held in Los Angeles. It paid $225 million for the rights to those games and $8 million for the premium on the policy.

The network usually does not take out policies on sporting events, but with such high stakes (it expects to gross $425 million) and given NBC's loss of Olympic coverage in 1980, ABC opted for protection. In 1980 the U.S. and several other western nations, protesting the Soviet invasion of Afghanistan, boycotted the Moscow games, to which NBC had acquired broadcast rights. NBC was insured by Lloyd's of London, paying a little more than $2 million for an $85-million policy. After protracted negotiations, it received the full indemnification from Lloyd's.

Stephen Brett, an executive with Fireman's Fund, said the ABC policy is the largest ever written to cover broadcasting rights and production for a sporting event.

It insures against a long list of circumstances that could cause expenses ($225 million in rights fees and production costs that may total an additional $100 million) to exceed revenues derived from the coverage. And only if that happens can the policy be invoked, Brett said.

Among the circumstances listed in the policy for which ABC would be compensated is the withdrawal of one or more of 10 key countries, the U.S., the Soviet Union, East Germany, France, Great Britain, China, West Germany, Japan, Canada and Australia. ABC also would be covered if the Olympics were canceled because of an earthquake, not uncommon in California, a political disturbance, war or acts of terrorism.

ABC would also be paid if it sustains revenue losses because audience ratings fall below a certain level, if production or transmission equipment malfunctions or if labor disputes develop.

Fireman's Fund, a subsidiary of American Express, is said to be the nation's largest entertainment-industry insurer. Its main competitors are Lloyd's and Chubb Custom Market, based in New York. Most of Chubb's business is in the production of television commercials. □

Ratings Roundup

Despite a ratings average lower than that it has tended to capture in recent weeks, CBS-TV scored its 11th prime time ratings win this season in the week ending Sunday, Jan. 2. Averaging a 17.9 rating and 28.9 share compared with ABC-TV's 16.5/26.9 and NBC-TV's 14.1/22.9, CBS won Thursday, Friday and Sunday, while ABC took Tuesday and Saturday and NBC, winning two nights in the same week for the first time since it broadcast the World Series in September, took Monday and Wednesday.

Season-to-date ratings continued to give CBS (18.2/29) nearly a two-point lead over ABC (16.4/26) and nearly a three-point lead over NBC (15.3/25).

NBC's Monday night win was its third in as many weeks and came from its *Monday Night Movie*, the feature film *Skeezer* (19.1/30) and its series *Little House on the Prairie: a New Beginning* (19.30). That lineup averaged a 19.1/30 over ABC's average (16.3/25.9) for *Monday Night Football*, a game between the Buffalo Bills and Miami Dolphins (18.6/32) and an *ABC News Closeup, The Way to Dusty Death* (10.4/17). CBS averaged a 16.1/25.4 for its regular series that night.

On Wednesday, NBC won with reruns of its regular series lineup of *Real People* (17.3/28), *Facts of Life* (17.9/28), *Family Ties* (17/26) and *Quincy, M.E.* (15.1/25) which beat reruns of ABC's *Tales of the Gold Monkey* (11.9/19) and *Fall Guy* (15/23) and an original episode of *Dynasty* (19.3/32) averaging 15.4/24.6. CBS (13.6/22) came in third for the night with *Seven Brides for Seven Brothers* (13.7/22) and its Wednesday night movie, *Miss All-American Beauty* (13.5/22).

The First 20

1.	*60 Minutes*	CBS	28.8/42
2.	*Sugar Bowl*—"Georgia vs. Penn State"	ABC	24.4/38
3	*Hart to Hart (R)*	ABC	24.1/41
4	*One Day at a Time*	CBS	23.6/36
5	*Jeffersons*	CBS	23.4/34
6.	*Gloria*	CBS	22.4/32
7	*Three's Company (R)*	ABC	21.5/33
8	*CBS Saturday Night Movie*—"The Black Stallion"	CBS	21.1/33
9	*Rose Bowl Game* (8-8:24 p.m.)	NBC	21.0/33
10.	*Magnum, P.I.*	CBS	20.7/34
11.	*Archie Bunker's Place*	CBS	20.6/30
12	*CBS NFL Football-game 2 (S)*	CBS	20.3/33
13	*9 to 5*	ABC	20.2/32
14	*Simon & Simon*	CBS	19.9/33
15	*M*A*S*H*	CBS	19.5/30
16	*Dynasty*	ABC	19.3/32
17	*Hill Street Blues*	NBC	19.2/33
18	*NBC Monday Night Movie*—"Skeezer"	NBC	19.1/30
19	*Little House on the Prairie: A New Beginning (R)*	NBC	19.0/30
20	*Trapper John, M.D.*	CBS	18.9/32

The Final Five

61.	*Secrets of the Bermuda Triangle*	NBC	10.1/21
62.	*Voyagers*	NBC	9.8/15
63.	*Orange Bowl Game*—"Nebraska vs. LSU"	NBC	8.9/14
64	*NBC White Paper*, "Reagan at Midterm"	NBC	8.7/15
65.	*ABC Friday Night Movie*—"The Ivory Ape"	ABC	8.4/17

Nielsen charts cable universe at 35% penetration

What television market has the highest level of cable penetration? According to Nielsen's latest (November 1982) market-by-market figures, it's Santa Barbara-Santa Maria-San Luis Obispo, Calif. Nielsen reports that 78.5% of the television homes in the mid-sized market midway between San Francisco and Los Angeles are now wired to receive cable services.

Close behind Santa Barbara are several smaller markets: Marquette, Mich. (74.3%); San Angelo, Tex. (72.7%); Clarksburg-Weston, W. Va. (71.1%), and Parkersburg, W. Va. (70.7%).

Although Nielsen's top five television markets accounted for millions of cable homes, their percentages of cable penetration were considerably lower than those of smaller markets: New York (29.7%); Los Angeles-Palm Springs, Calif. (23.8%); Chicago (11.9%); Philadelphia (36.3%), and San Francisco-Oakland (44.1%).

Nielsen's national figures, released earlier with the Arbitron market-by-market numbers, show that 29.3 million homes now have cable, 35% of the estimated 83.3 million homes with television in the U.S. (BROADCASTING, Dec. 20, 1982). The Nielsen figures indicate that the cable universe has grown substantially since November 1981, when the rating service counted 23.2 million cable homes (28.3% of all television homes). The number of cable subscribers has jumped 26% over the past year as cable operators increased subscribership at a rate of more than half a million a month.

Because of differences in methodologies and definition of television markets, the Arbitron cable penetration figures have been consistently lower than those of Nielsen. Arbitron's November 1982 numbers show 24.7 million homes, 30% of its estimated 83.5 million television homes.

The Nielsen Designated Market Areas (DMA's) and their cable penetration follow:

Market	**Cable penetration**
Abilene-Sweetwater, Tex.	63.4
Ada-Ardmore, Okla.	51.1
Albany, Ga.	46.1
Albany-Schenectady-Troy, N.Y.	50.9
Albuquerque, N.M.	35.2
Alexandria, La.	49.8
Alexandria, Minn.	35.8
Alpena, Mich.	51.0
Amarillo, Tex.	60.9
Anchorage	13.3
Atlanta	32.8
Augusta, Ga.	41.1
Austin, Tex.	47.0
Bakersfield, Calif.	62.7
Baltimore	18.3
Bangor, Me.	32.7
Baton Rouge	45.2
Beaumont-Port Arthur, Tex.	36.5
Beckley-Bluefield-Oak Hill, W. Va.	63.9
Bend, Ore.	54.5
Billings-Hardin, Mont.	45.2
Biloxi-Gulfport-Pascagoula, Miss.	60.6
Binghamton, N.Y.	59.4
Birmingham-Anniston, Ala.	40.0
Boise, Idaho	31.9
Boston-Manchester-Worcester	27.1
Bristol, Va.-Kingsport, Johnson City, Tenn.	43.9
Buffalo, N.Y.	54.8
Burlington, Vt.-Plattsburgh, N.Y.	45.6
Butte, Mont.	60.3
Casper-Riverton, Wyo.	65.9
Cedar Rapids-Waterloo, Iowa	31.5
Champaign-Springfield-Decatur,Ill.	57.3
Charleston, S.C.	37.3
Charleston-Huntington, W.Va.	55.5
Charlotte, N.C.	29.0
Chattanooga, Tenn.	37.0
Cheyenne,Wyo.-Scottsbluff, Neb.-Sterling, Colo.	62.0
Chicago	11.9
Chico-Redding, Calif.	57.9
Cincinnati	21.6
Clarksburg-Weston, W.Va.	71.1
Cleveland-Akron	30.4
Colorado Springs-Pueblo	37.5
Columbia-Jefferson City, Mo.	37.4
Columbia, S.C.	38.1
Columbus, Ga.	47.6
Columbus-Tupelo, Miss.	43.9
Columbus, Ohio	41.3
Corpus Christi, Tex.	48.7
Dallas-Fort Worth	26.8
Davenport, Iowa-Rock Island-Moline, Ill.	42.5
Dayton, Ohio	45.5
Denver	19.5
Des Moines-Ames, Iowa	37.9
Detroit	13.4
Dothan, Ala.	40.3
Duluth, Minn.-Superior, Wis.	38.2
El Paso, Tex.	46.8
Erie, Pa.	41.7
Eugene, Ore.	58.6
Eureka, Calif.	65.8
Evansville, Ind.	46.9
Fairbanks, Alaska	33.2
Fargo-Valley City, N.D.	49.7
Flint-Saginaw-Bay City, Mich.	38.4
Florence, S.C.	46.0
Fresno, Calif.	28.8
Ft. Myers-Naples, Fla.	60.5
Ft. Smith, Ark.	54.4
Ft. Wayne, Ind.	36.0
Gainesville, Fla.	57.1
Glendive, Mont.	60.0
Grand Junction-Montrose, Colo.	53.3
Grand Rapids-Kalamazoo-Battle Creek, Mich.	40.7
Great Falls, Mont.	51.0
Green Bay, Wis.	29.0
Greensboro-Winston Salem-High Point, N.C.	31.7
Greenville-New Bern-Washington, N.C.	38.7
Greenville-Spartanburg, S.C.-Asheville, N.C.	33.0
Greenwood-Greenville, Miss.	60.0
Harlingen-Weslaco, Tex.	37.6
Harrisburg-York-Lancaster-Lebanon, Pa.	52.0
Harrisonburg, Va.	43.9
Hartford-New Haven, Conn.	51.6
Hattiesburg-Laurel, Miss.	40.4
Honolulu	50.2
Houston	33.3
Huntsville-Decatur-Florence, Ala.	44.2
Idaho Falls-Pocatello	46.3
Indianapolis	31.2
Jackson, Miss.	45.7
Jackson, Tenn.	49.1
Jacksonville, Fla.	34.8
Johnstown-Altoona, Pa.	68.3
Jonesboro, Ark.	51.6
Joplin, Mo.-Pittsburg, Kan.	42.3
Kansas City, Mo.	38.2
Knoxville, Tenn.	37.6
La Crosse-Eau Claire, Wis.	45.0
Lafayette, Ind.	61.0
Lafayette, La.	48.5
Lake Charles, La.	54.0
Lansing, Mich.	47.4
Laredo, Tex.	70.4
Las Vegas	8.2
Lexington, Ky.	45.7
Lima, Ohio	66.9
Lincoln-Hastings-Kearney, Neb.	44.1
Little Rock-Pine Bluff, Ark.	33.3
Los Angeles-Palm Springs	23.8
Louisville, Ky.	31.9
Lubbock, Tex.	47.1
Macon, Ga.	51.5
Madison, Wis.	38.8
Mankato, Minn.	51.0
Marquette, Mich.	74.3
Mason City, Iowa-Austin-Rochester, Minn.	37.9
Medford-Klamath Falls, Ore.	55.0
Memphis	30.5
Meridian, Miss.	41.0
Miami-Ft. Lauderdale	30.0
Milwaukee	17.7
Minneapolis-St. Paul	11.6
Minot-Bismarck-Dickinson, N.D.	46.8
Missoula-Butte, Mont.	49.7
Mobile, Ala.-Pensacola, Fla.	45.0
Monroe, La.-El Dorado, Ark.	39.4
Monterey-Salinas, Calif.	66.2
Montgomery, Ala.	45.0
Nashville, Tenn.-Bowling Green, Ky.	27.4
New Orleans	30.7
New York	29.7
Norfolk-Portsmouth-Newport News- Hampton, Va.	36.3
North Platte, Neb.	37.9
Odessa-Midland-Monahans, Tex.	65.1
Oklahoma City	44.0
Omaha	30.1
Orlando-Daytona Beach, Fla.	46.0
Ottumwa, Iowa-Kirksville, Mo.	48.7
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill.	41.5
Panama City, Fla.	46.6
Parkersburg, W. Va.	70.7
Peoria, Ill.	51.5
Philadelphia	36.3
Phoenix-Flagstaff	17.8
Pittsburgh	51.1
Portland-Poland Spring, Me.	40.9
Portland, Ore.	25.0
Presque Isle, Me.	55.9
Providence, R.I.-New Bedford, Mass.	19.4
Quincy, Ill.-Hannibal, Mo.-Keo-	

kuk, Iowa	40.5
Raleigh-Durham, N.C.	38.3
Rapid City, S.D.	47.7
Reno	57.4
Richmond-Petersburg-Charlottesville, Va.	28.4
Roanoke-Lynchburg, Va.	43.1
Rochester, N.Y.	38.5
Rockford, Ill.	50.1
Roswell, N.M.	62.5
Sacramento-Stockton, Calif.	30.3
Salisbury, Md.	62.8
Salt Lake City	24.5
San Angelo, Tex.	72.7
San Antonio-Victoria, Tex.	40.3
San Diego	57.5
San Francisco-Oakland	44.1
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	78.5
Savannah, Ga.	42.3
Seattle-Tacoma	42.0
Shreveport, La.	41.6
Sioux City, Iowa	33.8
Sioux Falls-Mitchell, S.D.	36.7
South Bend-Elkhart, Ind.	32.4
Spokane, Wash.	46.8
Springfield-Holyoke, Mass.	56.5
Springfield, Mo.	26.7
St. Joseph, Mo.	47.1
St. Louis	15.3
Syracuse-Elmira, N.Y.	58.2
Tallahassee, Fla.-Thomasville, Ga.	43.1
Tampa-St. Petersburg-Sarasota, Fla.	29.9
Terre Haute, Ind.	37.3
Toledo, Ohio	39.5
Topeka, Kan.	62.1
Traverse City-Cadillac, Mich.	34.5
Tucson, Ariz.	20.8
Tulsa, Okla.	49.0
Twin Falls, Idaho	52.2
Tyler, Tex.	55.3
Utica, N.Y.	61.8
Waco-Temple, Tex.	55.0
Washington-Hagerstown, Md.	16.7
Watertown, N.Y.	50.1
Wausau-Rhinelander, Wis.	29.2
West Palm Beach-Ft. Pierce, Fla.	55.7
Wheeling, W. Va.-Steubenville, Ohio	60.3
Wichita Falls, Tex.-Lawton, Okla.	54.3
Wichita-Hutchinson, Kan.	53.4
Wilkes Barre-Scranton, Pa.	62.8
Wilmington, N.C.	35.5
Yakima, Wash.	50.4
Youngstown, Ohio	43.2
Yuma, Ariz.-El Centro, Calif.	63.0
Zanesville, Ohio	59.2

Media dominate leisure time of Americans

UME survey finds 72% watch TV, 70% read newspaper daily

Watching television and reading newspapers emerge as the most popular leisure time activities of Americans in a study commissioned by United Media Enterprises, New York, a Scripps-Howard company involved in newspaper syndication, television production and book publishing.

The study shows that 72% of respondents watch television every day as compared with 70% who read a newspaper. It also reveals that people spend 2.8 hours a day viewing television and 40 minutes daily reading a newspaper. Among other popular daily activities cited in the report are listening to records and tapes, talking on the phone, talking with friends and reading books and magazines.

Listening to radio was not mentioned among the 11 activities reported on in the study. BROADCASTING asked an official of Research and Forecasts Inc., which conducted the study, for an explanation. An official said that "in our pre-testing, radio did not show up significantly, but, in retrospect, I think we should have included radio."

Titled "Where Does The Time Go?," the study is based on a nationwide random sample of more than 1,000 Americans and, in addition, 300 leaders of the nation's media. The interviews were conducted by telephone and lasted an average of 40 minutes each.

The overriding impression created by the study is that American families spend their free time together and their leisure activities are largely conducted in the home. In this context, it was found that television is not a disruptive force and actually may help bind families together.

The study shows that parents who watch a lot of television daily are as likely as parents who watch little television to participate in activities with their children, interact with their spouses and participate in community affairs. For example, 50% of parents who spent four or more hours per day watching television said they played games with their children, as compared with 50% who watch one hour or less and 45% who watch two hours.

The survey also shows that although television watching is the favored leisure-time pursuit, only 41% said they "pay close attention" to the television set. Six out of 10 Americans say that while watching TV they participate in other activities, such as discussing the programs they are watching or interacting with their children or spouses.

Comparing the leisure-time habits of the general public with the media leaders (represented by newspaper editors, television news directors and cable TV program directors), the survey found the two groups were "extraordinary similar." It showed that media leaders spend less time communicating with friends, either in person or on the telephone and spend less time on such home-centered activities as hobbies, fixing or building and gardening.

In their use of media, the report says the public and media leaders are "strikingly similar." Although television is the most popular activity among the general public, both newspaper reading and television viewing are popular among leaders. Both media producers and consumers are quite similar in their daily patterns of watching television, reading books and listening to records and tapes, according to the report. ☐

Westmoreland fund drive falls short

The Capital Legal Foundation's appeal for funds to help pay the costs of representing General William Westmoreland in the libel suit he has filed against CBS (BROADCASTING, Jan. 3) was less than a major success, Dan Burt, who heads the foundation, acknowledged last week. He said the 150,000-piece mailing produced some $15,000 in contributions.

The foundation, in the letter sent to a randomly selected list, said it had already spent much of its own money in the case and that funds were running low. Burt offered some specifics: The foundation has spent between $250,000 and $300,000 on the case in the last six months, and expects to spend up to $600,000 this year. The foundation's total budget for 1982 was $850,000.

The Westmoreland suit grows out of the CBS documentary, *The Uncounted Enemy... A Vietnam Deception*, broadcast on Jan. 23, 1982. The solicitation letter says the program constituted a "vicious attack" on Westmoreland's integrity. And Burt last week indicated the foundation was determined to press the suit to vindicate the general's integrity. But, he acknowledged, after reviewing the costs involved as well as there revenues produced by the direct mailing, "CBS may spend us to death." ☐

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HARRIS

change HAAT to 1203.2 ft. and change TL. Ann. Dec. 28, 1982.

Accepted

WDHN-TV (ch. 18) Dothan, Ala.—Seeks CP to change ERP to 396 kw vis., 39.8 kw aur. Ann. Dec. 23, 1982.

■ WBCT-TV (ch. 43) Bridgeport, Conn.—Seeks MP (BPCT-781016KE) to change ERP to 2,298 kw vis., 229.8 kw aur.; change HAAT to 510.4 ft. and change TL. Ann. Dec. 23, 1982.

■ WXTX (ch. 54) Columbus, Ga.—Seeks MP (BPCT-810729KF) to change ERP to 1,000 kw vis., 100 kw aur.; change TL; change HAAT to 1,140 ft. Ann. Dec. 6, 1982.

■ KOHA-TV (ch. 2) Hilo, Hawaii—Seeks MP (BPCT-810831KI) to change TL. Ann. Dec. 23, 1982.

■ KVHP (ch. 29) Lake Charles, La.—Seeks MP(BPCT-801219KE, as mod.) to change HAAT to 457 ft. and change ERP to 747.6 kw vis., 112.1 kw aur. Ann. Dec. 23, 1982.

■ KCNA-TV (ch. 8) Albion, Neb.—Seeks CP to change TL and change HAAT to 2000 ft. Ann. Dec. 6, 1982.

■ KHGI-TV (ch. 13) Kearney, Neb.—Seeks CP to change aural ERP to 31.6 kw. Ann. Dec. 23, 1982.

■ KUAA (ch. 22) Spokane, Wash.—Seeks MP to change ERP to 1,396 kw vis., 139.6 kw aur. change HAAT to 1959 ft. TL; Ann. Dec. 10, 1982.

■ KLRK-TV (ch. 49) Vancouver, Wash.—Seeks MP (BPCT-800818KH) to change ERP to 2,805 kw vis., 2.80 kw aur.; change HAAT to 1785 ft. and make changes to ant. sys. Ann. Dec. 23, 1982.

■ KLRK-TV (ch. 49) Vancouver, Wash.—Seeks MP(BPCT-800818KH, as mod.) to identify station location as vancouver, Wash.-Portland, Ore. Ann. Dec. 23, 1982.

AM actions

■ WLEJ (1560 khz) Ellijay, Ga.—Granted CP to increase power to 1 kw. Action Dec. 6, 1982.

■ KYME (730 khz) Boise, Idaho—Granted CP to change frequency from 740 khz to 730 khz. Action Nov. 30, 1982.

■ WRMN (1410 khz) Elgin, Ill.—Granted CP to move D site to N site. Action Dec. 7, 1982.

■ WKCM (1160 khz) Hawesville, Ky.—Granted construction permit to change hours of operation to U by adding 1 kw-N, change frequency from 1140 to 1160 khz and make changes in antenna system; major environmental action under section 1.1305. Action Dec. 14, 1982.

■ WPRT (960 khz) Prestonburg, Ky.—Granted CP to change TL; add remote control. Action Dec. 9, 1982.

■ KESM (1580 khz) El Dorado Springs, Mo.—Granted CP to change ant. sys.; increase tower height from 172 to 296 ft.; radiation efficiency to be maintained by reduction of input power. Action Dec. 1, 1982.

■ KLTI (1560 khz) Macon, Mo.—Granted CP to increase power to 1 kw. Action Dec. 8, 1982.

■ KENO (1460 khz) Las Vegas—Granted modification of CP to change N directional antenna pattern to add augmentation. Action Dec. 8, 1982.

■ WCXQ (1040 khz) Moca, P.R.—Granted MP (BP800721AB) to change TL. Action Dec. 13, 1982.

■ WANS (1280 khz) Anderson, S.C.—Granted CP to change TL. Action Dec. 14, 1982.

■ WAMB (1170 khz) Donelson, Tenn.—Granted modification of CP (BMP-14624) to increase power to 50 kw; change from non-DA to DA and make changes in ant. sys.; Major environmental action under section 1.1305. Action Dec. 14, 1982.

■ KXIT (1240 khz) Dalhart, Tex.—Granted CP to change frequency to 1240 khz; change hours of operation to U by adding N service with 500 w; increase D power to 1 kw, and make changes in ant. sys. Action Dec. 8, 1982.

■ KURV (710 khz) Edinburg, Tex.—Granted CP to increase D power to 1 kw and install DA-2. Action Dec. 8, 1982.

■ KIJN (1060 khz) Farewell, Tex.—Granted CP to change frequency from 1570 to 1060 khz. Action Dec. 8, 1982.

■ KGRI (1000 khz) Henderson, Tex.—Granted MP (B3-P-4642 as mod.) to change TL. Action Dec. 14, 1982.

■ KORD (870 khz) Pasco, Wash.—Granted CP to change hours of operation to U by adding 250 w-N; increase D power to 10 kw; change frequency to 870 khz and make changes in antenna system. Action Dec. 16, 1982.

■ WTIP (1240 khz) Charleston, W. Va.—Granted CP to increase overall antenna height from 341 to 359 ft. and to correct coordinates to 38 21' 26" and 81 40' 05". Action Dec. 1, 1982.

FM actions

■ KHTX (101.7 mhz) Carnelian Bay, Calif.—Granted data filed 7-28-82 in accordance with FCC's first report and order adopted 1-6-82 and release, 1-15-82 in doc. 80-522, showing proposed operation on frequency of 103.7 mhz; change TL; change ERP to change HAAT; 2874 ft. and change TPO. Action Dec. 9, 1982.

■ KMGN (97.7 mhz) Shafter, Calif.—Granted CP to change TL; major environmental action under section 1.1305. Action Dec 3, 1981.

■ KTPI (103.1 mhz) Tehachapi, Calif.—Granted modification of CP (BPH-820426AS) to change TL; change ERP to 856 kw; (H&V); decrease HAAT to 577 ft. (H&V) and change TPO. Action Dec. 1, 1982.

■ *WCNI (91.5 mhz) New London, Conn.—Granted CP to change frequency to 91.1 mhz.; change TL, and increase ERP to 267 w; change HAAT to 169 ft. and make changes in ant. sys. Action Nov. 30, 1981.

■ WOKA-FM (106.7 mhz) Douglas, Ga.—Granted CP in change ERP to 59.15 kw; change HAAT to 289 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Nov. 30, 1981.

■ WAIN-FM (93.5 mhz) Columbia, Ky.—Granted CP to change ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Nov. 30, 1981.

■ WGGR (105.1 mhz) Duluth, Minn.—Granted CP to increase HAAT to 789 ft.

■ KTUF (93.5 mhz) Kirksville, Mo.—Granted modification of CP (BPH-800827AB, as mod.) to increase ERP to 1.3 kw; decrease HAAT to 455 ft. and change TPO. Action Dec. 9, 1982.

■ KUNM (90.1 mhz) Albuquerque, N.M.—Granted CP to make changes in ant. sys., change type ant.; increase ERP to 13.6 kw; increase HAAT to 4,155 ft. and change TPO. Action Dec. 3, 1982.

■ *WBAU (90.3 mhz) Garden City, N.Y.—Granted CP to change TL; install new ant.; change ERP to 1.26 kw and change HAAT to 170 ft. Action Nov. 30, 1981.

■ WPCM (101.1 mhz) Burlington-Graham, N.C.—Granted modification of CP (BPH-820420AI) to change TL; decrease HAAT to 850 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 9, 1982.

■ WZYC (103.3 mhz) Newport, N.C.—Granted modification of CP (BPH-10,420 as mod.) to change TL; increase HAAT to 459 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 7, 1982.

■ *WCXL (89.3 mhz) Kettering, Ohio—Granted modification of CP (BPED-800228AQ as mod) to change frequency to 89.3 mhz.; change TL; specify SL; increase ERP to 199.9 kw. Action Nov. 30, 1982.

■ KZFM (95.5 mhz) Corpus Christi, Tex.—Granted CP to change TL; specify SL/RC; change ERP to 100 kw HAAT to 640.3 ft.; change type transmitter and make changes in ant. sys. Action Dec. 3, 1982.

■ KGUL-FM (95.9 mhz) Port Lavaca, Tex.—Granted data filed 8-13-82 in accordance with FCC's first report and order adopted 12-1-81 and released 12-10-81 in doc. 81-234, showing proposed operation on frequency of 93.3 mhz; change TL; increase ERP to 100 kw; increase HAAT to 663 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 9, 1982.

■ WTBZ (100.9 mhz) Grafton, W. Va.—Granted data filed 10-26-82 in accordance with FCC first report and order adopted 1-23-81 and released 1-29-81 in doc. 80-47, showing proposed operation on frequency of 95.9 mhz. Action. Dec. 9, 1982.

■ WUSQ (102.5 mhz) Winchester, Va.—Granted CP to change TL; increase ERP to 50 kw; change HAAT to 500 ft.; change type trans. and make changes in ant. sys. Action Dec. 3, 1982.

■ WISM-FM (98.1 mhz) Madison, Wis.—Granted CP to change TL; increase ERP to 23.44 kw; increase HAAT to 736 and change TPO. Major environmental action under section 1.1305. Action Dec. 3, 1981.

■ WXPR (91.7 mhz) Rhinelander, Wis.—Granted modification of CP (BPED-801020AC) to make changes in ant. sys.; change TL; locate SL and RC; change type trans.; change type ant.; increase ERP to 88.6 kw; decrease HAAT to 337 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 7, 1982.

■ *KCWC (88.1 mhz) Riverton, Wyo.—Granted CP to change TL; change HAAT to 1449 ft. H&V and make changes in ant. sys. Action Nov. 30, 1982.

TV Actions

KTMX-TV (ch. 31) Denver, Colo.—Granted MP (BPCT-5097) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change trans.; and make changes to ant. sys. (contingent on grant of BAPCT-811124KJ). Action Nov. 29, 1982

■ WTBS (ch. 17) Atlanta, Ga.—Granted CP to install new aux. trans and ant. Action Nov. 24, 1982.

■ WAFV(TV) Evansville, Ind.—Granted MP to change TL; major environmental action. Action Dec. 15, 1982.

■ *WNED-TV (ch. 17) Buffalo, N.Y.—Granted CP to change ERP to 2,355 kw vis., 235.5 kw aur.; change TL; change trans.; and make changes to ant. sys. Action Nov. 24, 1982.

■ KVNJ-TV Fargo, N.D.—Granted MP (BPCT-811125KK) to change TL. Action Dec. 15, 1982.

■ WZTV (ch. 17) Nashville, Tenn.—Granted CP to change ERP to 2,340 kw vis., 234 kw aur.; change HAAT to 1,160 ft.; change TL also change type of ant. and transmission line. Action Nov. 29, 1982.

In contest

FCC actions

■ FCC issued notice identifying rules to be reviewed during next year as part of its own plan and congressional mandate to periodically assess rules that may have significant economic impact on small entities and eliminate those that are disproportionately burdensome or unnecessary. Action Dec. 8, 1982.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

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The Fifth Estate

Broadcasting Jan 17

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Vol. 104 No. 3

Broadcasting Jan17

Men at work: Fred Pierce ascends to ABC corporate presidency; Eddie Fritts charts NAB's future ☐ 'Nickleby' makes ratings news for indies

LIVELY GHOST OF DICKENS PAST ☐ Sponsor Mobil says *Nicholas Nickleby* more than lived up to its expectations for ratings and audience demographics. And it has stirred positive speculation about future of ad hoc networks. **PAGE 35.** One reason for success was $1 million promotion that backed four-night, nine-hour mini-series. **PAGE 36.**

MAN IN THE NEWS: FRED PIERCE ☐ He left Army 27 years ago to go into trenches for ABC Inc. and, enroute to its presidency, demonstrated his fiercely competitive approach. **PAGE 37.**

CHARTING NAB'S COURSE ☐ Association's radio and TV boards face full agenda at winter meeting opening today in Puerto Vallarta, Mexico. **PAGE 38.** President Eddie Fritts examines issues and offers some answers. **PAGE 40.**

UPSTAIRS CROWDING ☐ Allocations problem looms for western hemisphere at upcoming Geneva conference due to needs of U.S. and Canada for multiple orbital slots for DBS. **PAGE 41.**

MERGER QUESTIONS ☐ Showtime-Movie Channel joint foray against king-of-hill HBO faces some uncertainties, including Justice Department reaction. **PAGE 41.**

INTV RELISHES ITS WINNING ROLL ☐ On eve of Los Angeles convention, association and member executives are euphoric about independent TV's growing strength in ratings and revenues. They also cite changes in landscape that enhance optimism for future. **PAGE 55.** Complete agenda for INTV activities already under way at Century Plaza. **PAGE 62.** Record number of buyers expected to shop among at least 48 exhibitors. **PAGE 66.**

FCC IN '83. ☐ Chairman Fowler seems sure of votes he will need to keep cadence with administration's deregulatory march. Mustering out of Sharp and Fogarty expected to have little impact on five-member commission. **PAGE 78.**

PLUGGING WHITE HOUSE LEAKS ☐ Baker issues guidelines to restrict flow of information to news media to designated and identifiable channels. **PAGE 88.**

SYNDICATION'S ROOKIE OF YEAR ☐ Honor could well go to Turner Program Sales, relatively small newcomer that is scoring with *CNN Headline News* and has even bigger ideas. **PAGE 100.**

TINKER-TIMOTHY TUNE ☐ Top NBC executives, at consumer press meeting, restate case for repeal of financial interest and domestic syndication rules. Chairman insists company's health has improved, despite ailing ratings. **PAGE 101.**

'READER'S DIGEST' PLANS ☐ Publisher sets up entertainment division to create programing and taps former Disney Channel executive, Jeffrey Grant, as subsidiary's president. **PAGE 106.**

AM STEREO ON PARADE ☐ Consumer Electronics Show in Las Vegas provides platform for pitches from Motorola, Magnavox and Harris. Kahn stays in background. **PAGE 116.**

BURKE'S LAW ☐ Those in TV journalism must be flexible to meet constantly changing demands. So says David Burke as he demonstrates that quality as ABC News vice president and assistant to Roone Arledge. **PAGE 143.**

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Ratings Roundup

In a week that brought higher-than-average prime time ratings for all three networks, CBS-TV took the top position again, finishing with an overall 19.2 rating and 30 share, 1.8 rating points ahead of ABC-TV (17.4/27) and 3.6 points ahead of NBC (15.6/24). ABC's *Monday Night Football*, a half-hour runover of Sunday afternoon football on CBS and a rerun of NBC's *TV Censored Bloopers* helped boost the three-network rating and a share for the week ending Sunday, Jan. 9, to 52.2/80.1, up from the previous week's combined average of 48.9/78.7.

ABC won Monday, Tuesday, Wednesday and Saturday while CBS won Thursday, Friday and Sunday. CBS had 14 programs in the top 30, while ABC had 11 and NBC had five. Season-to-date averages put CBS (18.3/29) nearly two points ahead of ABC (16.4/26) and three points ahead of NBC (15.3/25).

ABC's final broadcast of *Monday Night Football*, a game between the Dallas Cowboys and Minnesota Vikings, drew the series' second highest rating this season (24.2/39), topped only by the season's first game, between the Cowboys and the Pittsburgh Steelers (24.9/42). A rerun of *TV Censored Bloopers* drew a 20.4/30 but neither pulled NBC out of third place on Tuesday night nor boosted the ratings of *St. Elsewhere* (12.1/21), the program for which *Bloopers* had been scheduled as lead-in in an effort by NBC to promote the new series.

The CBS Evening News averaged its biggest weekly lead over the other two networks since Dan Rather took over as anchor and managing editor in March 1981. CBS averaged a 15.8/26 for the week, against NBC's 12.2/20 and ABC's 12/20. Season-to-date averages put CBS two points ahead of the other two in news, with a 13.9/25, against ABC's 11.9/22 and NBC's 11.3/20.

1	*60 Minutes*	CBS	32.6/40
2	*CBS NFL Playoff* (7-7:28 p.m.)	CBS	32.4/52
3	*CBS NFL Playoff Post Games Show*	CBS	30.2/48
4	*Dallas*	CBS	25.7/38
5	*Jeffersons*	CBS	25.6/37
6	*Alice*	CBS	25.3/38
7	*NFL Monday Night Football* "Dallas vs. Minnesota"	ABC	24.2/39
8	*Gloria*	CBS	23.4/33
9	*Trapper John, M.D.*	CBS	23.3/41
10	*Falcon Crest*	CBS	23.2/39
11	*Magnum, P.I.*	CBS	23.2/34
12	*Dynasty*	ABC	22.5/40
13	*Love Boat*	ABC	21.8/35
14	*Fall Guy*	ABC	21.7/33
15	*Simon & Simon*	CBS	21.5/32
16	*M*A*S*H*	CBS	20.6/29
17	*Newhart*	CBS	20.6/29
18	*Archie Bunker's Place*	CBS	20.5/29
19	*TV Censored Bloopers*	NBC	20.4/30
20	*Three's Company*	ABC	18.9/28

The Final Five

65	*Inspector Perez*	NBC	11.0/19
66	*Voyagers*	NBC	10.0/16
67	*Bring 'Em Back Alive*	CBS	10.5/17
68	*Hollywood-Gift-Laughter*	ABC	9.8/16
69	*O'Malley*	NBC	9.8/16

Barry Van Dyke, Geoffrey Lewis and Tim Thomerson, is a comedy planned for six half hours about a gambler and two inept outlaws. The series is based on the Disney film, "Tales of the Apple Dumpling Gang."

Small & Frye, six half hours of comedy, stars Darren McGavin and Jack Blessing as the operators of a detective agency. *Foot in the Door*, starring Harold Gould, Kenneth Gilman and Diana Canova, is a comedy of six half hours about a widower who moves to New York and sheds 40 years of repressive married life.

Jeff Conaway and Walter Oklewicz will star in *Wizards and Warriors*, a one-hour drama with comic overtones about a prince and his loyal vassal who fight the forces of evil in their kingdom. Eight episodes are planned.

The Mississippi, an hour-long drama, in six episodes filmed on location, stars Ralph Waite as a New York lawyer who retires and returns to his native South to operate a riverboat, but continues to find himself involved in legal cases.

Another drama produced on location, *Jenny Blue*, stars Gil Gerard as a mystery man who runs a restaurant/bar in New Orleans and becomes involved in criminal cases. Five hour-long episodes are planned.

ABC-TV is currently considering some new spring programs, according to a spokesman, but is not likely to announce plans for several weeks. NBC has announced spring runs for three series so far, *Casablanca*, *Teachers Only* and *Buffalo Bill*. ☐

Silverman's latest

'Thicke of the Night' is new offering from InterMedia; show will be syndicated for late-night

Plans were unveiled in Los Angeles last Monday (Jan. 10) for a new late-night 90-minute entertainment series developed by former NBC President Fred Silverman in partnership with MGM/UA Television and Metromedia Television. The syndicated strip, *Thicke of the Night*, will be hosted by Alan Thicke, a Canadian writer/producer/performer currently starring in a daytime talk program on that country's CTV Network.

Silverman's InterMedia Entertainment Co. is an equal partner with the other two firms in producing and distributing the comedy/music series, which has been cleared on at least six of Metromedia's owned stations for September debut. Negotiations are under way to guarantee clearance on Metromedia's WCVB-TV in Boston. *Thicke of the Night* is being offered on a barter basis with nine minutes per 90-minute program available to national advertisers. No sponsors have yet been announced.

Speaking before a news conference at the Bel Air hotel, Silverman was reluctant to compare *Thicke of the Night* to NBC's *Tonight Show with Johnny Carson*, which he expects the new series to compete against in many markets, saying: "It represents a very fresh, new point of view in late-night television.

"It isn't a talk show," Silverman maintained. "We've talked ourselves to death. [*Thicke of the Night*] will be an unpredictable comedy show, with a dash of music," he said.

Silverman predicted the new series would be "as attractive to today's audience as Ernie Kovacs, Steve Allen and Jack Paar were in their time." (All three preceded Carson as host of *The Tonight Show*.)

Silverman estimated he would need commitments from markets serving at least 70% of the U.S. to proceed with the series. ☐

'Reader's Digest' plans foray into field of entertainment

Company taps former Disney channel executive to head programing division

Reader's Digest Association Inc., publisher of the monthly magazine, has formed an entertainment subsidiary to develop programs for network and cable television and syndication. Jeffrey Grant, who most recently served as vice president and chief operating officer of the Disney Channel, has been named president, Reader's Digest Entertainment Inc.

The company is not entirely new to television programing. It formed a joint venture with Telecom in 1982 to produce 130 episodes of a series now showing on the Cable Health Network entitled *Life Time*, which Grant had a part in developing.

Grant told BROADCASTING that the magazine's "large army of editors" will provide the entertainment division with story ideas for possible adaptation to television. "Thirty-nine million is a television number," Grant said, referring to the *Digest*'s monthly readership. The editors there are used to thinking "in television terms." Indeed, many stories that have appeared in Reader's Digest books or magazines have been developed for television. "But we're not limited to that," said Grant, adding that the new subsidiary will use many sources outside *Reader's Digest* for program development.

Grant said that he has already exercised an option for one property, but declined to be specific other than to say it was based on the true story of a woman recently in the news.

Anything "with an eye toward quality" is how Grant described the projects that he will try to develop. Examples include made-for-television (including cable) movies, series, one-hour dramatizations and Broadway adaptations. Since the development process is "quicker" for cable, the first RDE programs are likely to show up there first, Grant said.

Before joining the Disney Channel, which he left last October after the dissolution of the joint venture between Disney and Group W Satellite Communications, Grant was executive vice president of Telecom Entertainment, a subsidiary of Benton & Bowles Inc., the New York-based advertising agency. Before that he served at B&B as vice president, associate director-programing, overseeing production of television films produced on behalf of the agency's clients. ☐

ft. (BPED-810511AF). Action Dec. 29, 1982.

■ Humacao, P.R.—Samuel Lugo Perez dismissed application for ch. 68; ERP: 528 w vis., 48 w aur.; ant. height above ground: 52 ft. (BPCT-820715KE).

Ownership changes

Applications

■ WMOE(AM) Alpharetta, Ga. (1400 khz, 1 w-D, 250 w-N)—Seeks transfer of control of North Fulton Broadcasting Inc. from Ann Marie Baker (51% before; none after) and Maurice Negrin (49% before; none after) to Charles E. Stovall (none before; 100% after). Consideration: $449,000. Sellers ahve no other broadcast interests. Stovall also owns WPKZ(AM) Pickens, S.C. and WGML(AM) Hinesville, Ga. and has also purchased, subject to FCC approval, WRED(AM) Monroe, Ga. (see below). Ann. Jan. 12.

■ WRED(AM) Monroe, Ga. (1490 khz, 1 kw-D, 250 kw-N)—Seeks transfer of control of Monroe Broadcasting Inc. from Earl Akery (100% before; none after) to Charles E. Stovall (none before; 100% after). Consideration: $245,000. Principals: Akery has no other broadcast interests. Stovall also owns WPKZ(AM) Pickens, S.C., and WGML(AM) Hinesville, Ga., and has also purchased, subject to FCC approval, WMOE(AM) Alpharetta, Ga. Ann. Jan. 12.

■ KOFE(AM) St. Maries, Idaho (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KC Corporation to J & M Marian Enterprises for $127,000. Seller: Barbara I. Kellogg (75%) and her brother, Orville Case, (25%). Neither has other broadcast interests. Buyer: is owned by Maurice and Joan McInerney (husband and wife), who have no other broadcast interests. Maurice is former director of radio/TV programing for the Catholic archdiocese of Denver. Joan is office manager for Interior Resource Inc., Colorado Springs. Ann. Jan. 12.

■ WJCK(FM) Rensselaer, Ind. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from J.C. Broadcasters Inc. to Northstar Communications Inc. for $350,000. Seller is owned by Donald L. Clark and family, who have no other broadcast interests. Buyer, jointly owned by Thomas and Rosemarie Jurek (husband and wife), has also applied for a CP for a new FM at Winamac, Ind. Thomas is also principal owner of WRIN(AM) Rensselaer. Ann. Jan. 12.

■ WQXQ(AM) West Springfield, Mass. (1490 khz, i kw-D, 250 w-N)Seeks assignment of license from J. William O'Connor to Portugese Broadcasting Inc. for $225,000. Seller and his wife, Dorothy, also own WVNH(AM) Salem, N.H. Buyer is owned by Manuel Angelo and his wife, Maria, and Bernardino Coutinho and his wife, Maria (25% each). Angelo has worked at WQXQ for past four years. None has other broadcast interests. Ann. Jan. 12.

■ WDBI-FM Tawas City, Mich. (101.7 mhz, 3 kw, HAAT: 275 ft.)—Seeks assignment of license from Pridnia Broadcasting Co. to Tawas City Broadcasting Co. for $440,000, including the assumption of approximately $400,000 in debt. Seller is principally owned by John D. Pridnia, who has no other broadcast interests. Buyer is owned by Donald J. Backus and Martin J. Pennoni (38% each); James C. Moriarty (14%) and John Thibert (10%). Backus and Pennoni own recording studio in Lansing, Mich.; none has other broadcast interests. Ann. Jan. 12.

■ WNAU(AM)-WCKM(FM) New Albany, Miss. (AM: 1470 khz, 500 w; FM: 103.5 mhz, 36 kw, HAAT: 79 ft.)—Seeks assignment of license from Tallahatchie Broadcasting Corp. to Dixie Broadcasting for $735,000. Seller is owned by William O. Rutledge (28%), president, and four others. None has other broadcast interests. Buyer is a partnership of William Dunnavant, Albert Bush and Athens Broadcasting Co., which is licensee of WJMW(AM)-WZYP(FM) Athens, Ala., and of which Dunnavant owns 22.2%. Ann. Jan. 12.

■ KGBX(AM) Springfield, Mo. (1260 khz, 5 kw.)—Seeks assignment of license from Stauffer Communications to Springcom Inc. for $825,000. Seller is major group owner with five other AM's, three FM's and two TV's. Gerald N. Holley is vice president broadcasting. Buyer is owned by Alfred C. Sikes, J. Neal Ethridge, Noel Boyd, Gary S. Cansler and Gail L. Frederick. Sikes, Ethridge, Boyd and Cansler are partners in licensees of KLGT(FM) Breckenridge, Colo.; KRMS(AM)-KYLC(FM) Osage Beach, KJAS(AM) Jackson and KJAQ-FM Gordonville, all Missouri. Frederick is also partner in KLGT. Ann. Jan. 12.

■ WQRB(AM)-WBAG(FM) Burlington, N.C. (AM: 1150 khz, 1 kw-D; FM: 93.9 mhz, 20 kw, HAAT: 230 ft.)—Seeks assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for $1,750,000. Seller is owned by Lawrence E. Neese, Viola Neese Johnson (Lawrence's mother) and G.C. Starnes. None has other broadcast interests. Buyer, principally owned by James A. Heavner, also owns WMFD(AM)-WWQQ(FM) Wlimington and WCHL(AM) Chapel Hill, both North Carolina; WKQQ(Am) Lexington, Ky., and cable systems in Orange and Durham counties and Chapel Hill, all North Carolina. It has, subject to FCC approval, spun off WQRB(AM) Burlington to Burlington Communications Inc. because of its proximity to WCHL(AM) Chapel Hill (see below). Ann. Jan. 12.

■ WQRB(AM) Burlington, N.C. (1150 khz, 1 kw-D)—Seeks assignemt of license from Village Companies of Chapel Hill Inc. to Burlington Communications Inc. for $225,000. Seller, principally owned by James A. Heavner, is buying WQRB and co-located WBAG-FM from Burlington-Graham Broadcasting Co. and spinning off WQRB to comply with FCC's duopoly rules (see above). Buyer is owned by Mari L. Heavner (100%), the daughter of James A. Heavner. She has no other broadcasting interests. Ann. Jan. 12.

■ WRIO-FM Cape May, N.J. (102.3 mhz, 3 kw, HAAT: 145 ft.)—Seeks assigment of license from Cape Christian Broadcasters Inc. to Paul and Nancy Schumacher (husband and wife) for $275,000. Seller is owned by William C. Lamon and Leonard Verity, who also own WRYO(FM) Crystal River, Fla. Schumakers have no other broadcast interests. Ann. Jan. 12.

■ WRCS(AM)-WQDK(FM) Ahoskie, N.C. (AM: 970 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from WRCS Inc. to Charles E. Franklin (75%) and his wife, Elizabeth, (25%) for $600,000. broadcast interests. Charles Franklin is principal owner of WJIK(AM) Camp Lejeune, N.C. His wife has no other broadcast interests. Ann. Jan. 12.

Actions

■ WAPI-AM-FM Birmingham, Ala. (AM: 1070 khz, 50 kw-D, 5 kw-N; FM: 94.5 mhz, 100 kw, HAAT: 1,214 ft.)—Granted assignment of license from Newhouse Broadcasting Corp. to WAPI Inc. for $4 million. Seller is subsidiary of Newhouse Newspapers and also sold, last year WSYR-AM-FM Syracuse, N.Y.; for $5.1 million (BROADCASTING, Sept. 13, 1982) and WTPA(FM) Harrisburg, Pa. for $1.25 million (BROADCASTING, Aug. 16, 1982). Buyer: Harold W. Ripps and Herbert A. Meisler (41.6% each) and Bernard S. Dittman (16.66%). Dittman owns WABB-AM-FM Mobile, Ala. Ripps and Meisler are Birmingham real estate developers (BAL,H-820504 HD,E). Action Dec. 22, 1982.

■ WHOD(AM)-WHOI(FM) Jackson, Ala. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 1.7 kw)—Granted transfer of control of Vogel-Ellington Corp. from William R. Vogel (64% before; none after) to William R. Vogel Jr. (89% after). Consideration: $30,000. Principals: William Vogel Sr. is selling majority interest in licensee to son. (BTCH-821103EK). Action Dec. 17, 1982.

■ KSSN(FM) Little Rock, Ark. (95.7 mhz, 100 kw, HAAT: 1,000 ft.)—Granted transfer of control of First Com Corp. from Paul Rothfuss and Jim Long (50% before; none after) to Kerby Confer and Jerome Atchley (50% before; 100% after). Consideration: $2.425 million. Principals: Sellers each own 25% of stock and are transfering interests to other shareholders, who also each own 25%. Long is principal in KQAM(AM)-KEYN(FM) Wichita, Kan. Rothfuss and Confer also are principals in WIZX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss.; WSSL(FM) Grey Court, S.C. and WGVL(AM) Greenville, S.C. (BTCH-821116EH). Action Dec. 28, 1982.

■ KFAT(FM) Gilroy, Calif. (94.5 mhz, 1.15 kw, HAAT: 2,580 ft.)—Granted assignment of license from KFAT-Levin Radio Inc. to Western Cities Broadcasting Inc. for $900,000. Seller: Subsidiary of KUIC-Levin Radio Inc., which is owned by estate of Harvey Levin. Estate also owns KUIC(FM) Vacaville, Calif. William Horwich is executor. Buyer: Peer Pedersen and Howard C. Warren (30% each), Richard C. Phalen (21.23%) and brother, William R. Phalen (18.77%). They own KMJJ(AM) North Las Vegas and KLUC(FM) Las Vegas; KZZP-AM-FM Mesa, and KNST(AM)-KRQQ(FM) Tucson, all Arizona, and KZAP(FM) Sacramento, Calif. (BALH-821105EZ) Action Dec. 22, 1982.

■ KACY(AM) Port Huenme and KACY-FM Oxnard, Calif. (AM: 1520 khz, 50 kw-D, 1 kw-N; FM: 104.7 mhz, 2.85 kw, HAAT: 1,580 ft.)—Granted assignment of license from The Channel Islands Radio Inc. to Sunbeam Radio Partners for $2.59 million. Seller is principally owned by Franz and Marcia Alliana, who also own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York. Alliana bought KACY-AM-FM in 1979 for 1.69 million (BROADCASTING, July 30, 1979). Edmund Ansin and Harold Frank Ansin owns WCKT-TV Miami. Frank is vice president and general manager of WINZ-AM-FM Miami. (BAL,H-821118GE,F). Action Dec. 28, 1982.

■ KUBA(AM)-KXEZ(FM) Yuba City, Calif. (AM: 1600 khz, 5 kw-D, 1 kw-N; FM: 103.9 mhz, 3 kw, HAAT: 110 ft.)—Granted assignment of licensee from Leroy J. Neider and Eugene Mills to Ridge L. Harland for $775,000. Sellers have no other broadcast interests. Buyer: Harland is Hillsborough, Calif., business consultant whose son, Robert Harland, is general manager of stations. (BAPL-821102HW) Action Dec. 17, 1982.

■ WJOE(AM)-WGCU(FM) Port St. Joe, Fla. (AM: 1080 khz, 1 kw-D, FM: 93.5 mhz, 1.85 kw, HAAT: 160 ft.)—Granted assignment of license from Bay County Land and Abstract Inc. to Brown Broadcasting of Florida Inc. or $175,000. Seller: Donald Crisp (100%), who has no other broadcast interests. Buyer: John Brown University (100%), Siloam Springs, Ark.-based educational institution that owns one AM and two FM's. It also recently sold KMCK(FM) Siloam Spring, Ark. and is permittee of noncommercial station at Siloam Springs. John Brown University also is applicant for new FM at Naples Park. (BAPL, 821018GN,O). Action Jan. 3.

■ WCTW(AM)-WMDH(FM) New Castle, Ind. (AM: 1550 khz, 250 w-U; FM: 102.5 mhz, 50 kw-D, HAAT: 500 ft.)— Granted assignment of license from Delta D Inc. to Midwest Radio Consultants of Indiana Inc. for $2 million. Seller is principally owned by George F. Ferry and John R. Ulz, who sold WTIM(AM)-WEEE(FM) Taylorsville, Ill., for $550,000 (BROADCASTING, Aug. 30, 1982), Buyer is principally owned by David C. Schaberg, who is Lansing,

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

**Special temporary authorization*

***Includes off-air licenses*

1/25/83 C1750-1

The Fifth Estate

Broadcasting Jan24

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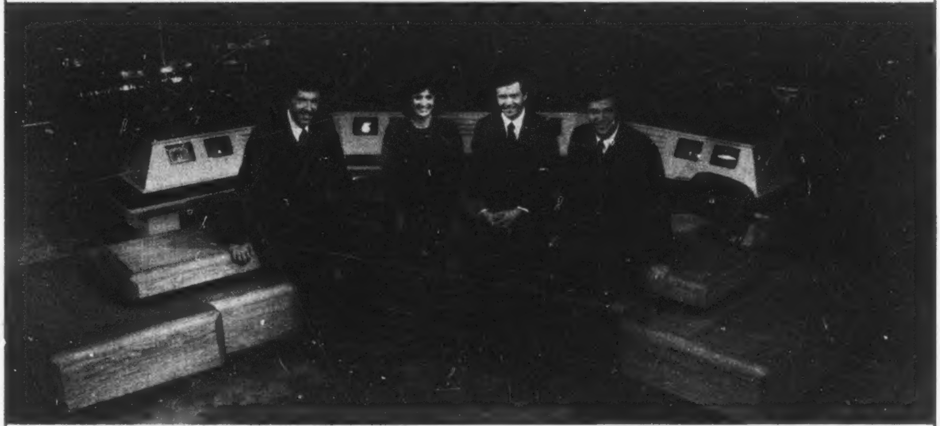

The people you want to reach are watching KSTP-TV Eyewitness News at 5, 6, and 10 P.M.

Nielsen, Arbitron, Nov. 1982: KSTP-TV Eyewitness News is number one in persons 18 to 49, Monday through Friday in the total survey area at 5, 6, and 10 P.M.

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Minneapolis - St. Paul

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Vol. 104 No. 4

Broadcasting Jan24

INTV sports healthy look in Los Angeles □ Y&R leads BROADCASTING's list of the top 50 ad agencies □ NAB basks in Mexico

FCC'S HOT POTATO □ Former commission chairmen Burch and Wiley square off at INTV over FCC's financial interest and domestic syndication rules. **PAGE 35.** Association of National Advertisers joins growing list of those opposing repeal of rules. **PAGE 36.** ABC intends to make its appeal for repeal to FCC this week. **PAGE 36.**

HOME TAPING FATE NEARER □ Supreme Court hears arguments on off-air recording as prelude to decision expected this summer. **PAGE 37.**

IN MEXICO: NAB HARMONY □ Joint board sessions in Puerto Vallarta marked by growing accord between radio and TV sides of association. Actions include approval of $9.3 million budget, selection of Wasilewski for DSA honor and official dissolution of code boards. **PAGE 39.**

SATELLITE SWITCHING FRACAS □ Financial News Network's move from Westar to Satcom may put it and Wold in court. **PAGE 40.**

$2 BILLION YEAR □ ABC's Duffy says TV network not only was first to top that billings mark, but that its prospects for 1983 are equally promising. **PAGE 42.**

BLUE CHIPPERS ADD TO STACKS □ Top 50 advertising agencies in radio and television report their spending in electronic media increased 13% in 1982. BROADCASTING's annual special report finds Young & Rubicam at top of heap with broadcast billings of $926 million. **PAGE 52.**

INTV '83 ACTION □ Los Angeles sessions capture upbeat mood of independents. FCC's Sharp tells them their ranks will swell by end of decade as distribution channels expand. **PAGE 66.** McCann-Erickson's DeWitt plumps for joint programing ventures by stations, advertisers, agencies and production firms. **PAGE 67.** Independents voice willingness for such co-op projects. **PAGE 68.** Delegates get update on continuing copyright quagmire. **PAGE 69.** Wirth outlines challenges facing independents. **PAGE 70.** Research and sales session focuses on techniques to win advertisers from networks. **PAGE 70.** Financial analysts present bullish report to INTV. **PAGE 71.** Program syndicators unveil new offerings. **PAGE 72.**

FOWLER REPORT CARDS □ Heritage Foundation gives good marks but says FCC should do away with content regulation. Republican House committee mixes applause for commission efforts with criticism of areas in which deregulatory moves are being made. **PAGE 78.**

COUNTING NOSES FOR AFFILIATES □ Arbitron's November sweeps come up with CBS-TV as clear winner. Total homes viewing edges up only slightly to 42.6 million homes per average quarter-hour. **PAGE 84.**

SUPPORT FOR FRENCH CONSORTIUM □ NBC and CBS sign agreements with Videographic Systems of America to provide text services to U.S. households. **PAGE 90.**

CRAZY LIKE A FOX □ Seven years ago, Gary Scollard was told his ideas for a new TV representation firm were crazy. Today, no one questions the sanity of the president and principal owner of MMT Sales, working proof that restricted client lists allow greater concentration on service. **PAGE 111.**

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Special Report

BROADCASTING'S TOP 50 AGENCIES

- Ally & Gargano
- Avrett Free & Ginsberg
- N W Ayer
- Backer & Spielvogel
- Ted Bates
- BBDO
- Benton & Bowles
- Bozell & Jacobs
- Leo Burnett
- Campbell-Ewald
- Campbell-Mithun
- Chiat Day
- Compton
- Creamer
- Cunningham & Walsh
- Dailey & Associates
- Dancer Fitzgerald Sample
- D'Arcy-MacManus & Masius
- Della Femina, Travisano & Partners
- W.B. Doner
- Doyle Dane Bernbach
- A. Eicoff
- Eisaman, Johns & Laws
- William Esty
- Foote, Cone & Belding
- Gardner Advanswers
- Grey
- Humphrey, Browning, MacDougall
- Jordan, Case & McGrath
- Kenyon & Eckhardt
- Ketchum
- Kornhauser & Calene
- Laurence, Charles & Free
- Marschalk
- McCaffrey & McCall
- McCann-Erickson
- Needham, Harper & Steers
- Ogilvy & Mather
- Parkson
- Rosenfeld, Sirowitz & Lawson
- Ross Roy
- Scali, McCabe & Sloves
- SSC&B
- Tatham-Laird & Kudner
- J. Walter Thompson
- Tracy-Locke
- Waring & LaRosa
- Warwick
- Wells, Rich, Greene
- Young & Rubicam

Ad agencies break $10 billion in broadcast billings

Top 50 agencies report spending up 13% from last year; Y&R holds lead for fifth year; JWT second

Combined broadcast billings for the top-50 advertising agencies in broadcasting totaled more than $10.5 billion in 1982, up 13% from the 9.3 billion booked in 1981. The $1.2 billion increase is the second highest billings gain reported by the top-50 in one year, just short of last year's $1.26-billion gain.

Television billings for the year totaled slightly more than $9.3 billion, up 14.1% over the $8.35 million logged in 1981. Radio billings by the top-50 broke the billion-dollar barrier in 1982, rising 9.6% to $1.02 billion.

Young & Rubicam emerged in first place for the fifth straight year with combined broadcast billings of $926.2 million, an increase of more than $62 million over 1981. The runner-up again was J. Walter Thompson with $903.4 million, a boost of almost $52 million. BBDO retained its third slot with $609 million, with a mammoth jump of $162 million.

Leo Burnett Co. captured the fourth spot with $609 million in TV-radio spending, up $99 million from 1981. Dancer Fitzgerald

BROADCASTING's top 50 agencies

	All figures in millions									
Agency	*Combined broadcast billings*	*Total TV*	*TV network*	*TV spot*	*Total radio*	*Radio network*	*Radio spot*	*Broadcast percent of agency's total billings*	*Broadcast billings % change from 1981*	*Last year's rank*
1. Young & Rubicam	926.2	861.3	603.9	257.4	64.9	18.8	46.1	61	+ 7.2	1
2. J. Walter Thompson	903.4	833.4	531.3	302.1	70.0	17.0	53.0	71	+ 6.0	2
3. BBDO	609.0	552.0	349.0	203.0	57.0	21.0	36.0	60	+36.2	3
4. Leo Burnett	545.0	515.0	376.0	139.0	30.0	3.0	27.0	59	+22.1	4
5. Dancer Fitzgerald Sample	487.5	464.6	295.3	169.3	22.9	8.6	14.3	86	+19.1	5
6. Ogilvy & Mather	467.2	439.3	289.3	150.0	27.9	7.2	20.7	70	+18.6	6
7. Grey Advertising	448.2	425.1	314.7	110.4	23.1	1.3	21.8	69	+16.0	7
8. Doyle, Dane, Bernbach	382.9	362.4	213.6	148.8	20.5	—	20.5	45	+ 4.9	8
9. D'Arcy-MacManus & Masius	380.0	325.0	170.0	155.0	55.0	10.0	45.0	60	+18.4	10
10. Foote, Cone & Belding	369.0	325.0	205.5	120.0	44.0	12.0	32.0	70	+27.6	12
11. McCann-Erickson	300.2	254.1	120.9	133.2	46.1	3.2	42.9	100	−12.0	9
12. William Esty	300.0	275.0	185.0	90.0	25.0	3.0	22.0	59	+19.5	14
13. Ted Bates	283.0	267.5	165.2	102.3	15.5	6.2	9.3	77	+ 5.7	13
14. Benton & Bowles	275.1	264.5	165.0	99.5	10.6	1.1	9.5	72	− 6.7	11
15. SSC&B	227.7	210.7	153.7	57.8	16.2	1.6	14.6	76	+11.2	18
16. Campbell-Ewald	220.4	187.0	150.6	36.4	33.4	10.1	23.3	58	+47.7	22
17. NW Ayer	218.0	189.8	153.5	36.3	28.2	10.4	17.8	57	+33.4	19
18. Backer & Spielvogel	208.6	172.9	126.0	47.0	35.7	3.0	32.3	75	+44.1	23
19. Needham Harper & Steers	200.7	173.0	133.1	39.9	27.7	14.1	13.6	55	−13.8	15
20. Wells, Rich, Greene	189.0	160.0	80.0	80.0	29.0	3.0	26.0	46	− 8.5	17
21. Kenyon & Eckhardt	186.0	155.0	95.0	60.0	31.0	6.0	25.0	74	+22.1	21
22. Compton	166.6	154.5	123.5	37.5	5.6	5.6	—	65	−26.6	16
23. Gardner/Advanswers	160.5	149.5	104.0	45.5	11.0	1.0	10.0	74	+ 1.9	20
24. Cunningham & Walsh	143.8	131.2	96.0	35.2	12.6	3.0	9.6	46	+ 6.5	24
25. Campbell-Mithun	126.2	107.6	31.2	76.4	18.6	1.3	17.3	60	+23.1	27
26. Bozell & Jacobs	123.5	91.5	15.5	76.0	31.9	1.4	30.5	30	+11.9	25
27. Della Femina, Travisano & Partners	113.0	93.6	32.3	61.3	19.4	—	19.4	70	+10.0	26
28. Ross Roy	108.5	81.9	8.9	73.0	26.6	—	26.6	49	+85.2	37
29. Marschalk	104.3	97.3	52.9	44.4	7.3	.3	7.0	61	+ 9.8	28
30. Ketchum Communications	99.3	87.3	42.0	45.3	12.0	—	—	32	+ 5.3	29
31. W.B. Doner	86.5	69.7	2.8	66.9	16.8	1.0	15.8	70	+37.3	36
32. Jordan, Case & McGrath	63.0	72.0	38.0	34.0	9.0	2.0	7.0	66	+23.9	33
33. Scali, McCabe & Sloves	81.0	69.0	24.0	45.0	12.0	1.0	11.0	56	+ 5.2	30
34. Tracy-Locke/BBDO	76.7	61.9	31.1	30.8	14.0	2.7	11.3	75	+17.8	34
35. Creamer	75.0	68.0	40.0	28.0	7.0	—	7.0	41	+ 7.1	32
36. Kornhauser & Calene	72.7	61.6	52.1	9.4	11.1	3.0	8.1	66	+ 2.8	31
37. McCaffrey & McCall	68.7	61.8	54.8	7.0	6.9	1.3	5.6	49	+ 6.7	35
38. Chiat/Day	67.5	54.0	22.1	30.8	13.5	1.1	12.4	50	+78.1	48
39. Eisaman, Johns & Laws	66.1	50.6	5.3	44.9	15.5	2.1	13.4	61	+35.7	41
40. Parkson Advertising	60.1	60.0	57.0	3.0	0.1	—	0.1	90	+13.2	38
41. Rosenfeld, Sirowitz & Lawson	60.0	56.0	14.0	42.0	4.0	1.5	2.5	—	—	—
42. Tatham-Laird & Kudner	58.5	58.0	37.0	21.0	0.5	0.2	0.3	47	+31.2	42
43. Humphrey, Browning, MacDougall	57.6	49.6	24.0	25.6	8.0	3.0	5.0	70	+66.5	49
44. Avrett Free & Ginsberg	56.7	50.4	18.0	32.4	6.3	—	6.3	81	—	—
45. Dailey & Associates	55.4	39.1	19.9	19.2	16.3	1.1	15.2	43	—	—
46. Warwick Advertising	55.2	49.2	36.0	12.8	6.0	4.4	1.6	46	+36.0	46
47. A. Eicoff	53.8	50.5	2.8	47.7	3.3	—	3.3	95	+ 5.3	40
48. Ally & Gargano	52.5	50.0	28.5	21.0	2.5	0.5	2.0	70	—	—
49. Laurence, Charles & Free	52.0	50.0	30.0	20.0	2.0	0.5	1.5	31	+ 3.8	39
50. Waring & LaRosa	49.6	43.4	32.5	10.9	6.2	3.4	2.8	68	+21.6	45

Sample held the fifth position with $487.5 million, a climb of $78 million.

BBDO was the agency registering the largest gain over 1981 in combined broadcast billings. It dwarfed the 1981 total by $162 million, attributed in part to its acquisition of Tracy-Locke Advertising. Other agencies with dramatic increases were Burnett, up $99 million; Dancer Fitzgerald Sample, up $78 million; Ogilvy & Mather, up $73.4 million; Campbell-Ewald, up $71.2 million; Backer & Spielvogel, up $63.8 million; Young & Rubicam, up $62.6 million; Grey Advertising, up $61.7 million; Ayer, up $54.6 million, and J. Walter Thompson, up $51.7 million.

Broadcast billing increases were amassed by 46 agencies of the top 50 while four showed declines. They were McCann-Erickson, down $41.2 million; Needham, Harper & Steers, down $32 million; Compton Advertising, down $26.6 million, and Benton & Bowles, down $19.9 million.

Added to the top 50 compilation for 1982 were Rosenfeld, Sirowitz & Lawson; Ally & Gargano; Dailey & Associates, and Avrett Free & Ginsberg. Dropped from the listing were John F. Murray Advertising; Calet, Hirsch, Kurnit & Spector; Bloom Advertising, and Al Paul Lefton.

Reflecting their huge investments in television and radio, Young & Rubicam romped off with top honors in various categories of broadcasting. Y&R was the front-runner in total broadcast billings ($926.2 million); total television ($861.3 million) and total network television ($603.9 million). JWT was the leader in spot television ($302.1 million); total radio ($70 million), and spot radio ($53 million). BBDO was number one in network radio ($21 million) and in largest broadcast gain ($162 million).

BROADCASTING also canvassed the agencies for their investments in cable television. Cable billings for 1982 were initially expected to be in the $250-million range. Those estimates have been revised downward to about $150 million. Only time will tell how significant cable will become as an advertising medium. While that debate rages on, suffice it to say that the top-50 advertising agencies in broadcasting dominate the cable advertising scene as well. Thirty agencies on BROADCASTING's top-50 list this year reported cable billings—with 15 reporting $1 million or more. The total cable billings figure for the 30 reporting was $91.6 million, more than 61% of estimated $150 million for 1982. Young & Rubicam led the list with $22 million in billings for cable during the past year. J. Walter Thompson estimates that its cable business amounted to roughly $8 million during 1982. Dancer Fitzgerald Sample's cable figure was $7.0 million and Compton's, $6.5 million. Foote, Cone & Belding logged $5.5 million, with Backer & Spielvogel and D'Arcy-MacManus & Masius both reporting $5 million. Campbell-Ewald reported $4.7 million and Grey Advertising and Ted Bates reported cable billings of $4.5 million and $4.4 million respectively. Kenyon & Eckhardt reported $3.2 million and Cunningham & Walsh had $2.9 million. Jordan, Case & McGrath and Laurence, Charles & Free each reported $2 million and Chiat/Day had $1.08 million. Agencies reporting $1 million in cable included Campbell-Mithun, William Esty, Kornhauser & Calene and Wells, Rich, Greene.

The following is an alphabetical listing of the top 50 broadcast-billings agencies. Most figures were obtained from the agencies themselves; in others, estimates were gathered from various sources.

48

Ally & Gargano □ Estimated radio and television billings for Ally & Gargano were $52.5 million. The agency is a strong television investor, having spent approximately $50 million in the medium. Known for its creativity, A&G's television total was enhanced by such substantial advertisers as Calvin Klein Ltd., Donuts of America, Federal Express Corp., MCI Communications, Saag-Scania of America, Travelers Insurance Co. and Times Inc.

44

Avrett Free & Ginsberg □ With broadcast investments of $56.7 million, Avrett Free & Ginsberg joins the "Top 50" agency compilation. The agency is heavily involved in television and radio, allotting 81% of its expenditures to the electronic media during 1982. Avrett Free & Ginsberg obtained the Ogden Foods account and received additional business from Ralston Purina. Lost during the year were Abbot Laboratories and Leisure Dynamics (games and hobbies). Active in network and spot TV were such clients as Ponderosa Inc., Dana Perfumes, Lehn & Fink, Carter-Wallace, Estee Corp., Ralston Purina and Pfizer Corp. Spot radio buyers included Ponderosa, Iberia Airlines, Lehn & Fink and Carter-Wallace.

17

N.W. Ayer □ One of the better gains in 1982 broadcast billings, 33.4%, was logged by this agency. Helping boost its total to $218 million were the additions of accounts from ABC, *Business Week* magazine, Conde Nast Publications, General American Foods and Toshiba. And the gains were scored despite the loss of Ralston Purina, Van Camp Sea Food and the Scholl Inc. division of Schering-Plough. While total billings were up, radio showed some slippage at the agency, from $29.3 million to $28.2 million, but the $55 million gained in television billings more than compensated for that shift.

18

Backer & Spielvogel □ This agency logged impressive gains across the board for an aggregate 44.1% increase in broadcast billings, which totalled $208.6 million in 1982. Network television billings accounted for close to half of the overall gain, climbing from $97.4 million to $126 million. TV spot billings almost doubled during the past year, increasing by 97.5% to $47 million. Radio gains totalled more than 51%, due largely to radio spot activity, which accounted for $32.3 million of Backer's $35.7 million in radio billings. Among the agency's new accounts for 1982: Helene Curtis' Finesse conditioner; Noxell Corp.'s Raintree facial moisturizers and hand and body lotion; Seven-Up Co.'s Like cola, and Sony Corp.'s line of Betamax videocassette recorders. Account resigned—Bon Jour International (jeans, apparel). Backer also logged more than $5 million (mostly network) in cable billings.

13

Ted Bates □ This agency reported a modest 5.7% gain in broadcast billings in 1982, without taking into account its acquisition of number William Esty, which reports separately. All broadcast billings areas shared in the gains, for a total of $283 million. Bates has made no secret of advising television network clients to put 5% of their money into certain cable buys; and the agency reported it billed $4.4 million in cable, compared with $165.2 million in network television. Additions to the Bates account lineup include Duffy Mott apple sauce, Dr. Scholl products, and Beiserdorf's Nivea line. The agency lost Mego Toys and Richardson-Vicks. Continuing major accounts include Colgate-Palmolive, Coors, HBO, M&M Mars, Warner Lambert, Matsushita (Panasonic) and Prudential Insurance.

3

BBDO □ Agency broadcast billings soared in 1982 by more than $160 milllion as BBDO acquired Tracey-Locke, which added an estimated $70 million, and a raft of new accounts were obtained. New advertisers in the BBDO fold last year were Wrigley's Spearmint Gum, Stroh Brewery, Lever Bros. for several products, Quaker 100% Natural Cereal, Pepsi-Cola Bottling Group, International Multifoods (Kretschmer wheat germ), Specialty Brands Inc. and First Bank of Minneapolis. Two new accounts landed in 1982 will not be effective until early this year: Dodge cars and trucks and Taco Bell. Resigned during the year were Avis Rent-A-Car, Right Guard, Omega Watches, Church's Fried Chicken. Active in network television program sponsorships were General Electric, Gillette, Campbell Soup and American Cyanamid. Other substantial broadcast investors were Pepsi-Cola, Firestone, Wrigley's, Stroh Brewery and Frito-Lay.

14

Benton & Bowles □ Broadcast billings were down at Benton & Bowles in 1982, off 6.7% to $275.1 million. Radio billings were particularly hard hit, slashed almost 50% from the year earlier, to $10.6 million. Television's drop, almost equal in dollars, was relatively miniscule, spread almost evenly in $5 million chunks between network, which logged $165 million and spot at $99.5 million. Spot clients Pinkerton and

Showtime were additions, as was network client Sunnyland Refining. Major accounts are Procter & Gamble, General Foods, Richardson-Vicks, Texaco (Bob Hope specials and *Texaco Star Theater* sponsorships) Morton-Thickol, Emery and Jos. Garneau.

26

Bozell & Jacobs □ Broadcast billings for Bozell in 1982 were up 11.9% in 1982 to $123.5 million. Television billings were up 10.9% to $91.5 million (network $15.5 million and spot $76 million). Radio billings were up 14.3% to $31.9 million, although network radio was down 58.3% to $1.5 million. Accounts added—Armour Foods, Avis, Ingersole-Rand and Jar Tran. Accounts resigned—Godfather Pizza.

4

Leo Burnett □ Burnett added $99 million in broadcast billings in 1982, raising its total to $545 million. A significant chunk of the increase was attributable to the $75 million McDonald's account, landed in the fall of 1981 but whose full effects were not felt until 1982. Also acquired during the year was Miller Brewing Co.'s Miller's Special Reserve. Lost in 1982 was Steak & Ale Restaurants. Burnett's active broadcast spenders in 1982 included Allstate Insurance Co., Kimberly-Clark, Maytag, Nestle Co., Pillsbury, Procter & Gamble, Star-Kist Foods, Union Carbide and United Airlines. Burnett uses cable TV but combines its expenditures with those of television.

16

Campbell-Ewald □ Largely due to an increase of almost $49 million in network television billings, Campbell-Ewald's broadcast billings increased by 47.7%. And if cable is included ($4.7 million), growth in 1982 amounted to 55%. Network TV buys totalled $150.6 million, with spot billings amounting to $36.4 million. Radio billings growth was also impressive for C-E during the past year, climbing 28.5% to $33.4 million, with spot dollars outpacing network dollars by more than 2 to 1. Eastern Airlines and American Tourister were among the accounts added by C-E last year. No resignations were reported. Major clients include Chevrolet, Delco and Delco Electronics, General Motors Acceptance Corp., Goodyear, National Car Rental, Magnavox, Odyssey, Burroughs Corp., Reynolds Metal, Stokely, Gatorade and Wendy's International.

25

Campbell-Mithun □ Broadcast billings for this agency in 1982 were up 23.1% to $126.2 million. On the television side, billings totalled $107.6 million ($31.2 million network and $76.4 million spot) an increase of 30.4%, while radio billings were up almost 88% to $18.6 million. Spot accounted for the bulk ($17.3 million). Republic Airlines, Pentax, Toro and Dourthe Wines were among the new accounts added in 1982, while Uniroyal Ag Chemicals and Woodbridge footwear were resigned. Other major clients include GMI, Kroger, G. Heileman, Land O'Lakes, American Egg Board and International Dairy Queen.

38

Chiat/Day Inc. □ This agency posted an impressive 20% increase in total radio and TV billings for 1982 at $67.5 million—up from $37.9 million the previous year. Total TV billings for the agency jumped from $28.7 million in 1981 to $54 million last year. Network TV soared from $9.2 million to $22.1 million and spot TV billings rose from $19.5 million to $30.8 million. Total radio billings for last year were $13.5 million with the majority going to spot, $12.4 million, up from $8.2 million in 1981—and the remainder going to network. Current agency accounts include: Olympia Brewing, Pioneer Electronics, Yamaha Motors, Transamerica Corp., Wienerschnitzel Corp. and Apple Computer.

22

Compton Advertising □ Compton's parent Compton Communications merged last June with the largest agency in the United Kingdom, Saatchi & Saatchi, in a move some called the largest agency merger in history. Still, Compton's domestic broadcast billings were down for the year 1982, dropping 26.6% to $166.6 million. Network television dropped over $45 million, spot over $10 million, and radio billings were almost sliced in half, with spot radio disappearing. Major Compton accounts in 1982 were Procter & Gamble, American Motors, *The National Enquirer*, Johnson & Johnson, Thompson Medical, Molson and Paine Webber.

35

Creamer Inc. □ Creamer reported a 7.1% increase in broadcast billings for 1982, totalling $75 million. Television billings accounted for $68 million ($40 million network and $28 million spot), with $7 million in radio spot billings. Major accounts include Stouffers (TV network and spot), Alcoa (radio spot and TV network and spot) and Sheraton hotels (spot radio and television).

24

Cunningham & Walsh □ Exchanging a 39% increase in network television billings (to $96 million) for a 37.5% decline in TV spot billings (to $35.2 million) and adding $42.6 million in radio buys, Cunningham & Walsh finished out the year with a 6.5% increase in total broadcast billings. Among the new accounts added by C&W over the past year were the Jergens Clear Complexion Bar; CBS (video games and software); Sominex; Procter & Gamble (Puffs facial tissue and Citrus Hill orange juice); Ricoh Copiers; Sterling Drug LoSal antacid tablets and Phiso Puff; American Home Products (new product assignments and Easy Off window cleaner), and Harcourt Brace Jovanovich. Accounts resigned included Lea & Perrins Inc., Southern Railway Systems and the Royal Viking Line. Other major accounts include AT&T Yellow Pages; various products for American Home Products, Sterling Drug and Procter & Gamble; Blue Nun, and Beecham Products.

45

Dailey & Associates □ Los Angeles-based Dailey & Associates is a newcomer this year to the top 50 listing, amassing broadcast expenditures of more than $55.4 million. Dailey is highly active in both spot radio and spot television, reflecting the regional nature of many of its accounts, reporting $19.2 million in the latter and $15.2 million in the former. Dailey's long list of accounts in 1982 included Beatrice Foods, KNXT(TV) Los Angeles, Ford Dealers Association of Southern California, Guild Wineries, Hunt-Wesson Foods, Thomas J. Lipton Inc., Purex Corp. and Bay Area Taco Bell.

5

Dancer Fitzgerald Sample □ Abetted by a rash of new accounts, Dancer's broadcast total climbed by $78.3 million in 1982. The agency also invested more heavily in television and radio as its share moved up to 85.5% from 78.7% in 1981. New accounts landed by the New York office included several products from Kenner Toys, Candelle Inc. (bras), Life Savers (Bubble Yum and Replay Gum) and Tender Leaf Tea. The San Francisco office was tapped for TeleVideo Systems (computer terminals), Businessland, Inc. and Telophase (cremation services). New accounts in the Los Angeles office included National Subscription Television (ON TV) and the Sands Hotel & Casinos Inc. Lost during the year were *Women's Day* magazine and J.B. Williams. Heavy broadcast users were Toyota, General Mills, Procter & Gamble, L'eggs, Life Savers, Wendy's, American Cyanamid (Shulton) and CPC International. DFS billed about $7 million last year in cable television from advertisers including Duracell, General Mills, L'eggs, Procter & Gamble and Toyota.

9

D'Arcy-MacManus & Masius □ The loss of one cable industry client, ESPN, and the gain of another The Weather Channel, highlighted the media news generated by D'Arcy in 1982. Overall, the company reports a gain of 18.4% in broadcast billings in 1982. Gains were recorded across the board, with the exception of network radio billings, which stayed flat at $10 million. D'Arcy also counted $5 million in 1982 cable billings for its clients. Among major accounts on the D'Arcy roster are Amoco Oil, Anheuser-Busch, CPC International (Mazola and other products) General Motors, Heublein, Lorillard, Mars Inc., and Pitney Bowes.

27

Della Femina, Travisano & Partners □ Broadcast billings for Della Femina et al. were up 10% over the past year to $113 million. Television billings totalled $93.6 million ($32.3 million network and $61.3 million spot) and radio placements accounted for the remaining $19.4 million, all of which fell into the spot category.

31

W.B. Doner □ This agency showed a 37.3% gain in broadcast billings for 1982, totaling

$86.5 million. The largest increase was in the television spot category which rose 42.3% to $66.9 million. Radio billings were up 20% to $16.8 million with $15.8 million falling into the spot category. Champion Sparkplugs (for co-op), American Home Video, Color Tile and Stater Brothers supermarkets were among accounts added by Doner in 1982. The agency's Chattem account was resigned. Among Doner's major accounts are Colt 45, McCormick, Commercial Credit, Pizza Hut (regional), Eckerd Drugs, Richway and Faygo Beverages.

8

Doyle, Dane Bernbach □ This agency last year suffered the death of one of its co-founders, William Bernbach, who at 71 was still active in the creative area for Doyle, Dane, Bernbach. Earlier in the year, a planned merger with number 10 on BROADCASTING's "Top 50" list, Foote, Cone & Belding, was canceled—a union that would have formed an entity with $2.3 billion in worldwide billings. On the domestic front, Doyle, Dane Bernbach experienced a modest rise of 4.9% in 1982 broadcast billings, which slipped to 45% of total domestic billings from the year-earlier 50%. Major agency accounts include Airwick, Atari, Bulova Watch, CBS/Broadcast Group, GTE, MCA, Mobil Oil, Polaroid, Seagram and Volkswagen. The agency reports only minor cable billings—$350,000; and radio billings fell nearly $5 million as 1981's $4 million in network spending dwindled to zero.

47

A. Eicoff □ This agency's broadcast billings rose an estimated 5.3% over 1981 to $53.8 million. Spot television billings account for most of Eicoff's business, which totalled about $47 million. Eicoff specializes in direct-response advertising.

39

Eisaman, Johns & Laws □ Eisaman's broadcast total increased by more than $17 million in 1982. Contributing to the growth were new accounts including Magnetic Tape International, which will be a strong user of broadcast in 1983; Skaggs Drug Center, which spent $1.5 million in spot TV and radio last year; Wendy's Restaurants in Phoenix; Albuquerque, N.M; Tulsa, Okla., and Oklahoma City, and Cadillac Dealers Advertising Associations in several major markets. Dropped during the year were Air California Inc. and Suzuki Motorcycles.

12

William Esty □ Although it continues to be operated separately, William Esty was acquired early last year by Ted Bates Worldwide, creating an association representing $2.4 billion in domestic and international billings. Esty's broadcast billings jumped 19.5% in 1982, as television billings climbed almost $50 million to $275 million, $30 million of the increase in network, $20 million in spot. Radio billings overall were flat at $25 million, with $4 million shifting out of network and into spot, which logged $22 million in 1982. Esty also reported $1 million in cable billings. Among Esty's clients were American Home Products' Whitehall Laboratories (Anacin and Dristan); Chesebrough-Ponds, Colgate-Palmolive, Datsun, Nabisco Foods and Union Carbide's Everready line.

10

Foote, Cone & Belding □ Dropping its merger plans with Doyle, Dane Bernbach didn't harm this agency—it reports a 27.6% increase in broadcasting billings in 1982 to $369 million. Those gains came in all quarters, most remarkably perhaps in the better than 70% increase noted in spot television billings, to $120 million. Included among its accounts are Clairol, Coors, Clorox, Fotomat, Fritolay, Plough, Levi Strauss, Ore-Ida Foods and Swift & Co., FC&B's New York, Chicago and Los Angeles offices also serve major banks in their respective areas. Foote, Cone & Belding reported $5.5 million in cable billings in 1982.

23

Gardner/Advanswers Media Programing Inc. □ That long title, the agency hastens to stress, is *the* proper name to accurately depict the Gardner/Advanswers relationship. Gardner subsidiary Advanswers, which replaced the Gardner media department years ago, handles a great deal of business independent of Gardner, including a syndicated programing operation. To add to the mix, Advanswers conducts all media planning and spot broadcast placement (and magazine placement} for Gardner and Advanswers clients, while an Advanswers subsidiary, The Paul Schulman Co. does all network placement. From that aggolmeration, $160.5 million in broadcast billings resulted last year, up 1.9%. Notably, network television billings fell $6 million, though they were more than made up by a $9.5 million spot television gain. Account additions in 1982 were Airwick Industries media work, a pet food assignment from Ralston Purina and Southwestern Bell Telephone Co.

7

Grey Advertising □ A long list of account additions (not offset by a few resignations) helped boost broadcast billings for Grey Advertising by 16% in 1982. Danskin, Holly Farms Poultry, Canon Business Machines, a number of Beecham products, P&G's Puritan Oil, Almaden Vineyards and Regina Co. new products among those gained by Grey in 1982. Canada Dry and Taco Bell resigned. Among Grey's major clients (virtually all of whom are participating television network and spot television buyers) were ABC Movies, AMC, Block Drug, Beecham, Canon, General Foods, Panasonic, Procter & Gamble, Remington, Shearson, Timex and Warner Bros. Grey notes that it placed $4.5 million in cable billings in 1982, for such clients as Block Drug, Borden, General Foods, Procter & Gamble and Shearson. A slight ($6 million) decline in spot television billings was more than offset by the $53 million in network gains; radio was the reverse, with spot's $4.5 million gain eradicating the $2 million drop in network billings.

43

Humphrey, Browning, MacDougall □ For Boston-based HBM, 1982 was a stellar year. Its total broadcast billings rose 66.5% to $57.6 million, with network and spot television accounting for most of those revenues ($24 million and $25.6 million, respectively). Contributing to that growth was the acquisition of Stiefel/Raymond (now called HBM/Stiefel), based in New York, adding two major accounts to HBM's list—Cumberland Packing Corp. (Sweet 'N Low) and W.P. Goebel Manufacturers (Hummel figurines). Among HBM's other new accounts for 1982 were Colibri gold pocket lighters, Jordan Marsh and Evan-Picone men's wear, and Stride Rite Corp.'s Sperry Top-Sider. No accounts were resigned. Among HBM's existing major accounts are General Mills, Parker Bros., Stanley Works, United Brands, First National Bank of Boston, Melville Corp.'s Consumer Value Stores (CVS) and Palm Beach Inc.

32

Jordan, Case & McGrath □ JC&M increased its broadcast billings in 1982 by 23.9% for a total of $83 million. Television accounted for $72 million, $38 million in network and $34 million in spot. Of the $9 million in radio billings, $2 million represented network and $7 million represented spot buys. Accounts added during the past year include Tonka Toys, Selchow & Righter (Scrabble), Chambourcy (Nestle), Jones Dairy and Group W Cable. Accounts resigned included the Drackett Co. and Colombo Inc. Among JC&M's major accounts are Aetna Insurance, Long John Silver, Kobrand, Hanes, Tums, Welch's, Nestle ($100,000 Bar), Chapstick, Lip Quencher, Squibb and Richardson-Vicks.

21

Kenyon & Eckhardt □ This agency increased its broadcast billings by 22.1% over the past year to $186 million, rebounding well from its flat performance in 1981 when broadcast billings were up less than 1%. TV placements accounted for $155 million, up 29.2%, and radio billings were up $5 million to $31 million. Prudential Bache Securities, Renuzit Air Freshener, Datril Analgesic and Mattel Co. were among the accounts added by K&E during 1982. Accounts resigned included Cinzano Wines and the Dodge Division of Chrysler Corp. Other major accounts include Chrysler, Colgate-Palmolive, Ocean Spray, Quaker State, Underwood Foods and Air France.

30

Ketchum Communications Inc. □ Broadcast billings for Ketchum were up 5.3% in 1982, totaling $99.3 million, with $87 million accounted for by television ($42 million network and $45.3 million spot) and $31.8 million by radio. Radio billings were up 25% to $12 million. Accounts added during the past year included Gray Drug Fair, Castle & Cook, Weyerhauser, Roffler Industries and WCAU-TV Philadelphia. Accounts resigned included New York Air, Japan Air Lines, Rubbermaid, H.G. Parks Inc. and Granny Goose Foods

Inc. Among Ketchum's major accounts are Clorox, Hunt-Wesson, Pizza Hut, C&P Telephone, Pillsbury, Heinz, Pittsburgh National Bank, Safeway, Beef Industry Council, Pennsylvania Tourism and Gordon Jewelry.

36

Kornhauser & Calene Inc. □ During the past year this agency's TV spot billings declined 51.8% to $9.4 million. But its radio billings rose to $11.1 million from $2.4 million in 1981; overall, a 2.8% gain in broadcast billings. Accounts added included Goya, Grumman, Computer Strategies and Preparation H. Accounts resigned included Commodore computers and Torrington. Major clients include Whitehall Laboratories, American Home Foods, Church & Dwight and J.P. Stevens.

49

Laurence, Charles & Free Inc. □ Broadcast billings for this agency were up 3.8% in 1982 to $54 million with all but $2 million accounted for in television revenues ($30 million in network and $20 million in spot). Tronolane, Shower Shaver and Adidas were among the major accounts acquired by the LC&F in the past year. In the same period, the agency resigned Alfa-Romeo. Existing accounts include Extra Strength Bufferin, Endust, Comtrex Night Time, Ban, Gorton's, Sally Hansen, Selsun Blue, Murine Eye Drops and Mr. Muscle.

29

Marschalk □ Television and radio spending at Marschalk grew by almost 10% to $104.3 million. New assignments from existing clients were from Stroh Brewery Co. (Stroh's Bohemian Beer); Thompson Medical Co. (Aspercreme, Sportscreme, Prolamine, and new products) and the Upjohn Co. (Cortef). Advertisers added during the year were Chattem Inc., Olympus Camera Corp. and Medac Inc. Lost during 1982 were Maybelline (cosmetics) and Revlon (Mitchum anti-perspirant). Broadcast accounts at Marschalk included Bob Evans Farms, Coca-Cola Co. (food division), Gillette, Glenbrook Laboratories, Heublein, Stroh Brewery, and Upjohn.

37

McCaffrey & McCall □ Broadcast billings for McCaffrey & McCall were up 6% in 1982, a little more than half the 11% gain logged by the agency the previous year. Total broadcast billings equaled $68 million, with $54.8 million of that accounted for by the network television category. New accounts added last year included Avis, Guest Quarters, T. Rowe Price and Falcon Jet. Accounts resigned included Del Taco Inc. Broadcast billings account for about half of the agency's total domestic billings. Other major accounts include ABC, Air Canada and Hartford Insurance.

11

McCann-Erickson □ As broadcast billings for this agency slipped 12% in 1982 to $300.2 million one factor exerting downward pressure was the closing of the company's Chicago office, spurred by Sears, Roebuck's decision to consolidate many of its accounts with a competitor. Billings slipped in all categories except spot radio, which posted a gain of $1.9 million to $42.9 million. Among major McCann-Erickson accounts are: AT&T Long Lines, Coca-Cola, Exxon, Gillette, Levi Strauss Activwear, NBC, Nestle and Sony Consumer Products.

19

Needham, Harper & Steers □ Reorganizing of the management structure was the big news at Needham Harper & Steers in 1982, as the holding company NH&S Inc. was formed, and the management divided into three separate companies NH&S/USA, NH&S International and Issue and Images Inc. Combined billings were down for the year by 13.8% to $200.7 million. Network television took the hardest hit, $39.3 million, with a $8.5 million gain in spot television slightly offsetting that drop. Accounts gained by the agency last year were John Blair & Co. and E.J. Galo Winery. Lost were Bacardi Imports, Third National Bank & Trust Co., Arco and Wrigley Spearmint gum. Major continuing accounts include Anheuser-Busch's Bud Light, Clorox Co., Rubbermaid Inc. and Sears Roebuck & Co.

Celebrate the Good Life in the Sandhills
North Carolina's Playground

PUT *MOORE* IN YOUR LIFE

- 6½ MILES OF RACE TRACK
- 27 GOLF COURSES
- 131 TENNIS COURTS
- 3,460 ACRES OF LAKE AND POND WATERS, AND . . .

1 POWERFUL VOICE

WCEL celebration station AM-99 abc AP
Southern Pines · Pinehurst · Aberdeen
Moore County, North Carolina

MSA Daily Service by Mid-South Airlines Connecting with Raleigh-Durham, Charlotte, Richmond & Washington, DC

6

Ogilvy & Mather □ O&M reported a healthy 18.6% rise in broadcast billings for 1982, putting its total broadcast billings at $467.2 million. (The company doesn't make a breakout for cable billings from that figure.) With that increase, the percentage of domestic billings represented by the broadcast totals climbed from 57% in 1981 to 70% last year. Among the major accounts in the O&M stable are General Foods, Mattel, American Express, TWA, Hershey, Sears, Kimberly Clark, Lever, Shell and Avon. The overall gain logged by O&M for broadcast billings came despite a drop in radio billings, from $33.3 million in 1981 to $27.9 million in 1982.

40

Parkson Advertising □ Parkson's broadcast investment rose by almost 12% to $59.7 million, as the agency beefed up its TV spending. All but $100,000 of its broadcast total is in TV, heavily in network. Parkson's expenditures in television were for the Ace Comb Co. and a long list of brands for Nabisco (Triscuit, Escort, Wheat Thins, Chicken-in-a-Biscuit crackers) and the J.B. Williams Co. for both its toiletries and pharmaceutical divisions.

41

Rosenfeld, Sirowitz & Lawson □ Estimated broadcast billings for 1982 for RS&L were $60 million, overwhelmingly in television. New to the "Top 50" listing, the agency had a well-balanced list of clients in 1982, including numero brands of American Home Products and the 4 Foods Corp., plus advertisers including R.C. B gelow (teas), Harlequin Enterprises (books), I ternational Playtex, Luzianne Blue-Plate Food McDonald's Corp. Owner/Operator Associatio Monarch Wine, Pfizer Inc., Sharp Electronic Corp. and Six Flags Inc.

TUNE IN TO SUCCESS IN BROADCAST SALES

A six-cassette (eight-hour) success-oriented seminar that shows you how to be more productive ... increase sales ... multiply your income.

Prepared and produced by Pam Lontos, nationally-known sales wizard, you'll learn how to: organize yourself ... prospect by telephone ... sell persuasively ... research your clients ... sell benefits ... eliminate/overcome objections ... sell to "non-believers" ... close the sale fast ... and much, much more.

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28

Ross Roy □ This Detroit-based agency was, on a percentage basis, one of the biggest gainers in 1982. Combined broadcast billings totaled $108.5 million, compared with $58.6 million for 1981, an impressive 85.2% increase. The biggest gains came on the spot sides of both television and radio, where Ross Roy places the bulk of its broadcast business. The agency's TV spot figure was up 143.3% to $73 million and spot radio was up 58.3% to $26.6 million. Accounts added during the past year included the Michigan Department of Commerce and Sinai Hospital of Detroit. Accounts resigned included McDonald's Restaurants Inc. (Michigan and Toledo, Ohio). Major accounts include K-Mart, Michigan Bell, Upjohn, Coca-Cola Detroit Bottlers, Tuff Cote and La-Z-Boy.

33

Scali, McCabe, Sloves □ Combined broadcast billings for this agency were up 5.2% to $81 million in 1982. The entire gain came on the television side, with radio billings, for the third straight year, remaining flat at $12 million ($1 million for network and $11 million spot). TV network buys totalled $24 million, down 17.2% from 1981, with television spot dollars up 25% to $45 million. Western Union, Continental Airlines and The Movie Channel were among the accounts added by Scali during the past year while Singer was resigned. Other major accounts serviced by Scali include Hertz, Sperry, Maxell, Nikon, Castrol, Perdue and Volvo.

15

SSC&B □ Another of the 1982 industry mergers, Interpublic last April completed the process of acquiring SSC&B, making the Interpublic Group a $3.7 billion worldwide billing group. Reporting separately, SSC&B's billings for the year rose 11.2%, to $227.7 million. Most of that gain was attributable to a $19.1 million gain in spot television billing, to $57.8 million. Major additions to SSC&B's account lineup were Coca-Cola's Diet Coke, Diner's Club International, S&A Restaurant Corp. and Scannon Ltd. Account resignations were Olympus Camera and Monet.

42

Tatham-Laird & Kudner □ This agency's broadcast billings swelled by almost $14 million as TL&K added a long list of clients, including Interfood Ltd. (Andies Candies), Sunline Brands, California Canners & Growers, Famous Footwear Inc., York Steak House Systems, International Harvester (corporate) and Procter & Gamble (Coast deodorant soap). Accounts active in radio and television included Dean Foods Co., Interfood, Kimberly-Clark, Miles Laboratories, Monsanto, Ralston Purina and Sunmark.

Biggest spenders

Total broadcast billings
Young & Rubicam—$926.2 million
Total TV billings
Young & Rubicam—$861.3 million
Network TV billings
Young & Rubicam—$603.9 million
Spot TV billings
J. Walter Thompson—$302.1 million
Total radio billings
J. Walter Thompson—$70.0 million
Network radio billings
BBDO—$21.0 million
spot radio billings
J. Walter Thompson—$53.0 million
Biggest broadcast gain
BBDO—$162.0 million

2

J. Walter Thompson □ Last year was not the best of times for JWT with the discovery of accounting irregularities showing a $30-million shortfall in its syndication unit, but the agency managed to wind up 1982 with a gain in TV and radio billings of 6% to bring its total up to $903.4 million, putting it in second place (behind Young & Rubicam). Thompson acquired during year accounts including Grand Union, Timex Computer Corp., Toys 'R' Us and American Postal Workers Union. Resigned in 1982 were three brands of Jos. Schlitz Brewing. Thompson was the leading agency for spot television in 1982, amassing a total of more $302 million. Thompson's long list of TV-radio accounts includes Burger King, Eastman Kodak, R.T. French Co., Grand Union, Lever Bros., Miles Laboratories, Nabisco, Nestle, Pepsi-Cola Co., Reynolds Metals, Samsonite, Scott Paper, Timex Computer Corp., Warner-Lambert, H&R Block, Dart & Kraft, Jovan (beauty care products), Oscar Mayer & Co., Quaker Oats, Sears, Roebuck & Co., Activision, Ford Dealer Advertising Association and Chevron.

34

Tracy-Locke/BBDO □ In 1982, when the agency was acquired by BBDO, Tracy-Locke had broadcast billings totaling $76.7 million, an increase of 17.8% over the previous year. The lion's share of that total, $61.9 million, was divided almost equally between network and spot television, while radio billings increased by more than 55% to $14 million. A $20-million Taco Bell account was added during the past year while the Poulan account was resigned. Other major accounts include Frito Lay, Phillips, Haggar, Pepsi Bottling Corp., Imperial, Ben Hogan AMF and Best Products.

THE ONLY WAY TO REACH TV VIEWERS WITH RADIO.

The number of TV watchers is astounding. Now there's a way to reach them with radio.

It's TV TONITE with Ron Hendren. One-minute, daily Monday through Friday previews of TV shows. It tells audiences what's worth watching. What to avoid. And it's the only way to offer sponsors TV audiences—at radio prices.

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50

Waring & LaRosa Inc. ☐ This agency's total radio and TV billings for 1982 was at $49.6 million—up from $40.8 million in 1981—while the broadcast billings percentage of the company's total billings stood at 68%, the same as in 1981. Total TV billings placed by the agency were $43.3 million, with $32.5 million going to network and $10.9 million to spot. Total radio billings were $6.2 million—$3.4 million for spot network and $2.8 million for spot, no dramatic change from the previous year. The following are some of the accounts the agency added last year: Adolph's Ltd , Insilco Corp., Ragu Foods, Sony Corp. of America and the Quaker Oats Co. Current accounts include Perrier and Smith Corona.

46

Warwick Advertising ☐ Warwick bolstered its broadcast spending by more than $14 million in 1982, helped by the acquisition of several brands from Plough Inc., Maybelline Inc. and U.S. Tobacco. It reported no account losses last year. Active in network and/or spot television in 1982 were Benjamin Moore Paints, Brooke Bond Foods, Burlington Industries, Economics Laboratory (cleansers), Sterling Drug, Pfizer (Coty), Plough and U.S. Tobacco. Advertisers in spot and/or network radio were Plough and U.S. Tobacco.

20

Wells, Rich, Greene ☐ Broadcast billings reported by Wells, Rich, Greene went down 8.5% from year earlier totals, to $189 million. While radio billings showed a respectable gain of $7 million to $29 million, television's total dropped more than $22 million, with a $45 million fall in network responsible, and even offset by a $20-million gain in spot television billings. Wells, Rich, Greene accounts include Ford Motor Co., Max Factor, Procter & Gamble and Ralston Purina.

1

Young & Rubicam ☐ For the fifth straight year in 1982, Young & Rubicam won laurels as the front-ranking agency in BROADCASTING's "Top 50" agency compilation. Y&R reported television and radio billings of $926.2 million, a jump of $62.6 million over 1981. New account activity in 1982 was sparked by the acquisition of Del Monte Foods, Hallmark, Canada Dry, Ford's North American Automotive operation, Suzuki Motorcycle, Gillette's Right Guard, AT&T (calling card and credit card), Japanese Airlines, Sanyo Electronics and Hunter Fans. Lost during the year was Miller Beer's Special Reserve. Y&R's extensive roster of substantial radio-TV accounts include American Home Products, Atari, Canada Dry, Dr. Pepper Co., Eastman Kodak, General Foods, Frito-Lay, Gulf Oil, Hallmark, Kentucky Fried Chicken, Lincoln-Mercury Division of Ford Motor Co., Oil of Olay, Procter & Gamble, Richardson-Vicks, Union Carbide, Warner-Lambert, Del Monte, Clorox and United Vintners. Y&R reported that its cable TV advertising expenditures in 1982 were about $22 million.

Programing

CBS the clear winner in Arbitron's November sweeps

Prime time viewing of network TV affiliates during last November's Arbitron sweep period showed a fractional increase but not a statistically significant difference from the year before, edging up to 42,614,000 homes per average quarter-hour, according to an analysis of Arbitron reports by CBS researchers. In the November 1981 sweep the total was 42,505,000.

But since the number of TV homes in the U.S. had increased in the meantime by 2.4%, the analysis said, the increase in network-viewing homes translated into a 2.1% decline in the combined three-network rating. In the November 1981 sweep the combined rating was 52.2. In last November's it was 51.1.

As national ratings during the November sweep period had indicated (BROADCASTING, Dec. 6, 1982), CBS-TV was the clear winner in the local measurements. Its average quarter-hour homes total rose 6% above its November 1981 level, reaching 15,883,000, while ABC-TV's dropped 4.5% to 14,282,000 and NBC-TV's slipped 1% to 12,449,000. CBS researchers noted that the figures gave CBS affiliates a 27.6% advantage over NBC's and an 11.2% edge over ABC's.

The analysis also showed that in the 177 markets in which CBS had affiliates in both the 1981 and 1982 sweep periods, CBS affiliates in 144 markets increased their delivery in the 1982 measurement while those in 23 markets declined and those in 10 markets showed no change. Similarly, in markets where NBC had affiliates in both years, 65 NBC affiliates showed increases, 8 declined and 20 remained unchanged, while in ABC markets, 51 ABC affiliates gained, 108 declined and 15 remained the same.

The Arbitron sweep covered 211 continental U.S. markets. In 143 of these, CBS researchers said, all three networks have affiliates (an increase from 140 in November 1981). In the 143 three-network markets, the count showed CBS affiliates in first place in 94 (up from 58.5 in November 1981, while ABC affiliates were first in 37 markets (down from 55.5 the year before) and NBC affiliates were first in 12 (down from 26).

(Fractional points derived from ties. In two-way ties, each tying network received a half-point and also tied for the rank below. In three-way ties, each network received three-tenths of a point.)

ABC affiliates had the most second-place finishes in the 143 markets, a total of 66 (down from 48.5 in November 1981). CBS and NBC placed second in 38.5 markets each, the CBS total declining from 57.5 a year earlier, the NBC total rising from 34. NBC affiliates finished in third place in 92.5 markets (up from 80 in 1981), while ABC affiliates placed third in 40 markets (up from 36) and CBS affiliates were third in 10.5 (down from 24).

The CBS researchers also calculated that their affiliates came out ahead on a full-day basis (9 a.m. to midnight). In the 143 markets with three or more stations, they said, CBS affiliates placed first in 81.5 markets (up from 59 a year earlier), ABC affiliates were first in 39 (down from 60) and NBC affiliates were first in 22.5 (up from 21).

The table at right was developed by BROADCASTING from CBS researchers' compilations of Arbitron's November 1982 and 1981 reports. Household numbers are in thousands (add 000) per average prime time quarter hour (Monday-Saturday 8-11 p.m. and Sunday 7-11 p.m.) and include whatever local programing was broadcast by affiliates during those hours. Household numbers in boldface denote market winners for the sweep period. Percent change shows household gain or loss from November 1981. A dash (—) indicates no primary affiliate in market. Asterisks denote change in network affiliation between November 1981 and November 1982. The 1982 period was Nov. 3-30. In 1981 it was Oct. 28-Nov. 24. □

Monitor

'Frontline' premiere. Public Broadcasting Service's weekly public affairs documentary series, *Frontline*, made its debut last Monday at 8 p.m. and apparently met with success. According to figures released by PBS, first of 26 one-hour programs, "An Unauthorized History of the NFL," garnered 12 share average in New York, Chicago, Los Angeles, San Francisco and Philadelphia. PBS said that was its best prime time documentary performance since *Death of a Princess* in 1980, which received 21 share in four-market average. Program also appears to have ruffled some feathers. National Football League Commissioner Pete Rozelle publicly criticized documentary and labeled it "cheap sensationalism." Program featured gambler who claimed to have fixed 12 NFL games. *Frontline's* commercial competition brought in these numbers: CBS-TV's *Filthy Rich* received 16 share, NBC-TV's *Little House on the Prairie*, 18, and ABC-TV's *That's Incredible*, 30. □

Animated venture. Telepictures Corp., New York, has acquired Rankin/Bass Productions and its library of 23 animated and live-action films and has entered partnership with Arthur Rankin Jr. and Jules Bass under which all of their future projects will be produced in association with Telepictures, which will own and distribute them. Financial details of agreement were not disclosed. In Rankin/Bass library are such animated films as *The Hobbit*, *Frosty's Winter Wonderland*, *The Easter Bunny is Coming to Town* and *Rudolph's Shiny New Year*. Rankin/Bass is preparing more than three dozen projects, including *The Flight of the Dragon*, two-hour fully animated feature film, and *The Wind in the Willows*, two-hour animated special already sold to ABC-TV.

ADI	1981	1982	ABC % change	1981	1982	CBS % change	1981	1982	NBC % change
Abilene-Sweetwater, Tex.	17	17	NC	14	17	+21.42	31	**26**	-16.13
Albany, Ga.	—	7	—	—	—	—	58	**56**	-3.45
Albany-Schenectady-Troy, N.Y.	90	78	+13.3	87	**102**	+17.24	67	70	+4.47
Albuquerque, N.M	73	**77**	+5.47	53	54	+1.88	44	50	+13.64
Alexandria, La.	—	—	—	—	—	—	39	**37**	-5.13
Alexandria, Minn.	—	—	—	—	39	—	**38**	—	—
Alpena, Mich.	—	—	—	7	**8**	+14.28	—	—	—
Amarillo, Tex.	39	**40**	+2.56	26	31	+19.23	31	27	-12.90
Anniston, Ala.	—	—	—	15	**18**	+20.00	—	—	—
Ardmore-Ada, Okla.	11	10	-9.1	23	**27**	+17.39	—	—	—
Atlanta	213	212	-0.47	215	**213**	-0.93	151	161	+6.62
Augusta, Ga.	52	**54**	+3.85	47	49	+4.25	18	21	+16.66
Austin, Tex.	47	43	-8.51	55	**62**	+12.72	32	30	-6.25
Bakersfield, Calif.	25	**24**	-4.00	18	20	+11.11	22	20	-9.09
Baltimore	195	**174**	-10.77	153	172	+12.42	141	147	+4.25
Bangor, Me.	21	19	-9.52	27	**28**	+3.70	20	24	+20.00
Baton Rouge	69	**78**	+13.00	65	67	+3.07	31	29	-6.45
Beaumont-Port Arthur, Tex.	35	35	NC	48	**51**	+6.25	42	38	-9.52
Beckley-Bluefield-Oak Hill, W. Va.	28	**33**	+17.90	—	—	—	26	29	+11.53
Bend, Ore.	—	—	—	5	**5**	NC	—	—	—
Billings, Mont.	14	13	-7.14	17	**19**	+11.76	6	6	NC
Biloxi-Gulfport, Miss.	36	**39**	+8.33	—	—	—	—	—	—
Binghamton, N.Y.	14	12	-14.29	49	**51**	+4.08	18	19	+5.55
Birmingham, Ala.	127	**122**	-3.94	—	—	—	26	29	+11.53
Boise, Idaho	25	25	NC	25	**30**	+20.00	26	27	+3.85
Boston	335	299	-10.75	326	**321**	-1.53	255	269	+5.49
Extra ABC affilate	22	21	-4.55	—	—	—	—	—	—
Bowling Green, Ky.	24	**24**	NC	—	—	—	—	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn.	29	28	-3.45	64	61	-4.68	79	**72**	-8.86
Buffalo, N.Y.	123	115	-6.50	104	**117**	+12.50	81	85	+4.94
Burlington, Vt.	18	17	-5.55	60	**57**	-5.00	30	31	+3.33
Extra NBC affiliate	—	—	—	—	—	—	7	7	NC
Casper-Riverton, Wyo.	20	**16**	-20.00	5	8	+60.00	3	3	NC
Cedar Rapids-Waterloo, Iowa	63	55	-12.69	56	**58**	+3.57	63	**58**	-7.49
Extra ABC affiliate	5	6	+20.00	—	—	—	—	—	—
Charleston, S.C.	38	36	-5.26	48	**50**	+4.17	30	32	+6.66
Charleston-Huntington, W.Va.	84	84	NC	96	105	+9.38	125	**119**	-4.80
Charlotte, N.C.	122	123	+0.82	137	**139**	+1.46	43	51	+18.60
Chattanooga	60	**61**	+1.66	57	59	+3.51	56	52	-7.14
Cheyenne, Wyo.	—	—	—	23	**21**	-8.69	—	—	—
Chicago	580	493	-15.00	544	471	-13.42	478	464	-5.77
Chico-Redding, Calif.	28	27	-3.57	25	**28**	+12.00	—	—	—
Cincinnati	131	118	-9.92	141	136	-3.54	108	103	-4.63
Clarksburg-Weston, W.Va.	—	—	—	27	**27**	NC	23	22	-4.35
Cleveland-Akron	290	**274**	-5.52	261	262	+0.38	231	236	+2.16
Extra ABC affiliate	20	12	-40.00	—	—	—	—	—	—
Colorado Springs-Pueblo	48	40	-16.66	38	**41**	+7.89	33	30	-9.09
Columbia, S.C.	28	35	+25.00	33	36	+9.09	69	**73**	+5.80
Columbia-Jefferson City, Mo.*	19	26	+36.84	30	**36**	+20.00	32	19	-40.63
Columbus, Ga.	63	**57**	-9.52	50	51	+2.00	15	18	+20.00
Columbus, Ohio	117	116	-0.85	133	**139**	+4.51	103	95	-7.77
Columbus-Tupelo, Miss.	—	—	—	28	32	+14.28	51	**43**	-15.69
Corpus Christi, Tex.	31	31	NC	32	28	-12.50	22	26	+18.18
Dallas-Fort Worth	265	273	+3.02	277	**295**	+6.49	210	188	-10.48
Davenport, Iowa-Rock Island-Moline, Ill.	64	64	NC	61	**67**	+9.83	61	53	-13.11
Dayton, Ohio	89	82	-7.87	113	**128**	+13.27	65	65	NC
Denver	194	151	-22.16	153	**163**	+7.84	127	144	+13.39
Des Moines, Iowa	61	60	-1.64	77	**81**	+5.19	67	57	-14.93
Detroit	353	**376**	+6.51	330	351	+6.36	263	263	NC
Dothan, Ala.	12	11	-8.33	47	**49**	+4.25	—	—	—
Duluth, Minn.-Superior, Wis.	38	35	-7.89	36	**37**	+2.78	28	29	+3.57
El Centro-Yuma Ariz.*	—	4	—	2	—	—	9	**7**	-22.22
El Paso, Tex.	38	**33**	-13.16	26	27	+3.85	27	**33**	+22.22
Elmira, N.Y.	13	12	-7.69	—	—	—	12	**13**	+8.33
Erie, Pa.	31	26	-16.13	28	30	+7.14	38	**35**	-7.89
Eugene, Ore.*	31	29	-6.45	—	**37**	—	40	12	-70.00
Eureka, Calif.	9	9	NC	10	**11**	+10.00	—	—	—
Evansville, Ind.	61	**61**	NC	46	48	+4.35	47	37	-21.28
Fargo, N.D.	30	34	+13.33	37	**40**	+8.11	42	36	-14.29
Farmington, N.M.	—	—	—	—	—	—	4	**4**	NC
Flint-Saginaw-Bay City, Mich.	99	**95**	-4.04	44	49	+11.36	84	86	+2.38
Florence, S.C.	21	21	NC	58	**59**	+1.72	—	—	—
Ft. Myers-Naples, Fla.	21	21	NC	37	**43**	+16.22	29	22	-24.14
Ft. Smith, Ark.	16	16	NC	33	**44**	+33.33	16	15	-6.25
Ft. Wayne, Ind.	47	**52**	+10.64	41	47	+14.63	35	38	+8.57

ADI	1981	1982	ABC % change	1981	1982	CBS % change	1981	1982	NBC % change
Fresno, Calif.	50	50	NC	59	**62**	+5.08	45	45	NC
Gainesville, Fla.	18	**21**	+16.66	—	—	—	—	—	—
Glendive-Miles City, Mont.	—	—	—	2	**2**	NC	1	—	—
Grand Junction Colo.	—	—	—	10	7	-30.00	17	**19**	+11.76
Grand Rapids-Kalamazoo, Mich.	68	69	+1.47	100	**103**	+3.00	87	86	+14.94
Extra ABC affiliate	39	39	NC	—	—	—	—	—	—
Great Falls, Mont.	13	13	NC	15	**15**	NC	—	—	—
Green Bay, Wis.	68	65	-4.41	67	**68**	+1.49	75	**68**	-9.33
Greensboro-Winston Salem, N.C.	87	96	+10.34	95	**118**	+24.21	80	74	-7.50
Greenville-New Bern, N.C.	34	32	-5.88	57	**61**	+7.02	59	54	-8.47
Greenville-Spartanburg, S.C.	101	105	+3.96	114	**122**	+7.02	120	**122**	+1.67
Greenwood-Greenville, Miss.	23	**28**	+21.74	9	10	+11.11	—	—	—
Harrisburg	75	**66**	-12.00	48	54	+12.50	—	—	—
Lancaster-Lebanon,	—	—	—	29	29	NC	94	**99**	+5.32
York, Pa.	—	—	—	11	**12**	+9.09	—	—	—
Harrisonburg, Va.	18	**22**	+22.22	—	—	—	—	—	—
Hartford-New Haven, Conn.	144	132	-8.33	176	**184**	+4.55	56	56	NC
Extra NBC affiliate	—	—	—	—	—	—	14	—	—
Helena, Mont.	—	—	—	—	—	—	5	**5**	NC
Houston	232	**242**	+4.31	218	236	+8.25	175	164	-6.29
Huntsville-Decatur-Florence, Ala.	51	49	-3.92	59	**60**	+1.69	41	33	-19.51
Extra NBC affiliate	—	—	—	—	—	—	8	8	NC
Idaho Falls-Pocatello	13	15	+15.38	19	**21**	+10.53	16	17	+6.25
Indianapolis	162	149	-8.02	162	**160**	-1.23	132	123	-6.82
Jackson, Miss.	31	37	+19.35	59	61	+3.39	63	**65**	+3.17
Jackson, Tenn.	27	**37**	+37.04	—	—	—	—	—	—
Jacksonville, Fla.	60	57	-5.00	85	**92**	+8.24	44	44	NC
Johnstown-Altoona, Pa.	—	—	—	66	72	+9.09	90	**85**	-5.56
Jonesboro, Ark.	26	**31**	+19.23	—	—	—	—	—	—
Joplin, Mo.-Pittsburg, Kan.*	33	32	-3.03	23	**44**	+91.30	47	28	-40.43
Kansas City, Mo.	151	132	-12.58	136	**144**	+5.88	121	107	-11.57
Knoxville, Tenn.	79	92	+16.46	94	**105**	+11.70	41	41	NC
La Crosse-Eau Claire, Wis.	19	20	+5.26	36	**43**	+19.44	40	38	-5.00

ADI	1981	1982	ABC % change	1981	1982	CBS % change	1981	1982	NBC % change
Parkersburg, W. Va.	—	—	—	—	—	—	8	**8**	NC
Peoria, Ill.	40	38	-5.00	40	**49**	+22.50	42	39	-7.14
Philadelphia	538	**490**	-8.92	427	481	+12.65	332	361	+8.73
Phoenix	130	122	-6.15	119	**129**	+8.40	90	95	+5.55
Extra NBC affiliate	—	—	—	—	—	—	3	6	+200.00
Pittsburgh	289	**272**	-5.88	234	255	+8.97	153	137	-10.46
Portland, Ore.	122	117	-4.09	126	**128**	+1.59	100	112	+12.00
Portland-Poland Spring, Me.	58	**52**	-10.34	44	50	+13.64	48	51	+6.25
Presque Isle, Me.	—	—	—	8	**10**	+25.00	—	—	—
Providence, R.I.-New Bedford, Mass.	118	101	-14.40	79	94	+18.99	127	**112**	-11.81
Quincy, Ill.-Hannibal, Mo.	—	—	—	32	**39**	+21.88	32	31	-3.13
Raleigh-Durham, N.C.	116	108	-6.89	110	**113**	+2.73	30	34	+13.33
Rapid City, S.D.	14	13	-7.14	—	—	—	26	**25**	-3.84
Reno	28	**26**	-7.14	20	24	+20.00	19	21	+10.53
Richmond, Va.	76	64	-15.79	88	**95**	+7.95	61	55	-9.84
Extra NBC affiliate	—	—	—	—	—	—	4	5	+25.00
Roanoke-Lynchburg, Va.	49	48	-2.04	84	**90**	+7.14	54	53	-1.85
Rochester, N.Y.	64	55	-14.06	56	**63**	+12.50	43	45	+4.65
Rochester, Minn.-Mason City, Iowa	32	**27**	-15.63	23	24	+4.35	26	24	-7.69
Rockford, Ill.	36	**38**	+5.55	36	37	+2.78	33	28	-15.15
Roswell, N.M.	—	—	—	15	**16**	+6.67	—	—	—
Sacramento-Stockton, Calif.	142	**146**	+2.82	128	139	+8.59	117	124	+5.98
St. Joseph, Mo.	18	**19**	+5.55	—	—	—	—	—	—
St. Louis	199	195	-2.01	198	**219**	+10.61	159	166	+4.40
Salinas-Monterey, Calif.	54	**46**	-14.81	22	22	NC	28	24	-14.29
Salisbury, Md.	13	9	-30.77	21	**23**	+9.52	—	—	—
Salt Lake City	101	94	-6.93	115	**107**	-6.96	80	82	+2.50
Extra NBC affiliate	—	—	—	—	—	—	—	0	—
San Angelo, Tex.	—	—	—	10	**12**	+20.00	—	—	—
San Antonio, Tex.	98	100	+2.04	93	**103**	+10.75	70	61	-12.86
San Diego	101	99	-1.98	108	**118**	+9.26	64	68	+6.25
San Francisco	288	282	-2.08	286	**325**	+13.64	199	238	+19.60
Santa Barbara-Santa Maria, Calif.	23	**25**	+8.69	22	22	NC	15	15	NC
Savannah, Ga.*	26	31	+19.23	45	**47**	+4.44	36	24	-33.30
Seattle-Tacoma	193	**176**	-8.81	137	143	+4.38	137	148	+8.02
Bellingham, Wash.	—	—	—	7	**12**	+71.43	—	—	—
Salem, Ore.	—	—	—	7	**9**	+28.57	—	—	—

Lafayette, Ind.	—	—	—	12	**13**	+8.33	—	—	—
Lafayette, La.	50	48	-4.00	67	**63**	-5.97	—	—	—
Lake Charles, La.	—	—	—	—	—	—	34	**34**	NC
Lansing, Mich.	—	—	—	68	**68**	NC	32	33	+3.13
Laredo, Tex.	—	—	—	5	4	-20.00	6	**6**	NC
Las Vegas	32	30	-6.25	36	**35**	-2.78	28	29	+3.57
Laurel-Hattiesburg, Miss.	—	—	—	—	—	—	30	**31**	+3.33
Lexington, Ky.	44	48	+9.09	68	**73**	+7.35	54	48	-11.11
Lima, Ohio	—	—	—	—	—	—	14	**13**	-7.14
Lincoln-Hastings-Kearney, Neb.	35	33	-5.71	54	**63**	+16.66	17	14	-17.65
Little Rock, Ark.	93	**94**	+1.08	83	**94**	+13.25	89	81	-8.99
Los Angeles	635	**611**	-3.78	563	558	-0.88	525	528	+0.57
Louisville, Ky.	81	73	-9.88	106	**108**	+1.89	97	99	+2.06
Lubbock, Tex.	29	22	-24.14	28	**30**	+7.14	34	29	-14.70
Macon, Ga.*	—	19	—	48	**47**	-2.08	18	15	-16.67
Madison, Wis.	34	33	-2.94	55	**54**	-1.82	33	32	-3.03
Mankato, Minn.	—	—	—	15	**18**	+20.00	—	—	—
Marquette, Mich.	—	—	—	22	**25**	+13.64	—	—	—
McAllen-Brownsville, Tex.*	37	**27**	-27.03	32	23	-28.13	—	9	—
Medford, Ore.	32	**34**	+6.25	24	25	+4.17	—	—	—
Memphis	100	108	+8.00	123	**149**	+21.14	110	106	-3.64
Meridian, Miss.*	23	**26**	+13.04	11	11	NC	—	2	—
Miami	199	200	+0.50	206	**215**	+4.37	142	148	+4.23
Milwaukee	132	121	-8.33	130	**131**	+0.77	115	115	NC
Minneapolis-St. Paul	234	193	-17.52	227	**229**	+0.88	122	133	+9.02
Minot-Bismarck-Dickinson, N.D.	—	—	—	30	34	+13.33	39	35	-10.26
Missoula-Butte, Mont.	28	**30**	+7.14	—	—	—	21	26	+23.81
Mobile, Ala.-Pensacola, Fla.	76	66	-13.16	96	**93**	-3.13	60	53	-11.67
Monroe, La.-El Dorado, Ark.*	31	12	-61.29	64	**67**	+4.69	8	25	+312.50
Montgomery, Ala.	19	22	+15.78	22	26	+18.18	64	**60**	-6.25
Nashville	101	104	+2.97	143	**160**	+11.89	163	121	-11.03
New Orleans	111	95	-14.41	135	**145**	+7.41	99	98	-1.01
New York	1,123	1,063	-5.34	1,024	987	-3.61	900	953	+5.89
Norfolk-Portsmouth, Va.	88	77	-12.50	88	95	+7.95	66	71	+7.58
N. Platte, Neb.	—	—	—	—	—	—	8	**7**	-12.50
Odessa-Midland, Tex.	19	23	+21.05	32	**30**	-6.25	24	17	-29.17
Oklahoma City	87	82	-5.75	88	**108**	+22.73	83	79	-4.82
Omaha	86	78	-9.30	72	**79**	+9.72	65	61	-6.15
Orlando-Daytona, Fla.	117	116	-0.85	116	**130**	+12.07	109	98	-10.09
Ottumwa, Iowa-Kirksville, Mo.	18	**23**	+27.78	—	—	—	—	—	—
Paducah, Ky.-Cape Girardeau, Mo.	33	37	+12.12	76	**85**	+11.84	71	61	-14.08
Palm Springs, Calif.	7	**4**	-42.86	—	—	—	6	**4**	-33.33
Panama City, Fla.	25	**22**	-12.00	—	—	—	21	21	NC

Shreveport, La.-Texarkana, Tex.	81	85	+4.94	97	**102**	+5.15	66	68	+3.03
Sioux City, Iowa	**44**	**36**	-18.18	11	15	+36.36	33	25	-24.24
Sioux Falls-Mitchell, S.D.	20	18	-10.00	61	**65**	+6.56	42	44	+4.76
South Bend-Elkhart, Ind.	55	50	-9.09	63	**61**	-3.17	57	58	+1.75
Spokane, Wash.	54	54	NC	58	**63**	+8.62	53	50	-5.66
Springfield, Mass.	55	47	-14.55	—	—	—	40	**48**	+20.00
Springfield, Mo.	26	25	-3.85	55	**71**	+29.09	66	64	-3.03
Springield-Decatur-Champaign, Ill.	56	54	-3.57	62	**71**	+14.52	56	56	NC
Syracuse, N.Y.	60	54	-10.00	80	**80**	NC	69	71	+2.90
Tallahassee, Fla.	14	15	+7.14	49	**54**	+10.20	—	—	—
Extra ABC affiliate	9	—	—	—	—	—	—	—	—
Tampa-St. Petersburg, Fla.	160	170	+6.25	211	**232**	+9.95	153	151	-1.30
Extra ABC affiliate	23	21	-8.69	—	—	—	—	—	—
Terre Haute, Ind.	13	11	-15.38	42	**46**	+9.52	41	37	-9.75
Toledo, Ohio	71	68	-4.22	98	**101**	+3.06	85	85	NC
Topeka, Kan.	—	—	—	40	**42**	+5.00	24	22	-8.33
Traverse City-Cadillac, Mich.	15	17	+13.33	45	**49**	+8.89	28	29	+3.57
Tucson, Ariz.	50	**48**	-4.00	43	45	+4.65	43	44	+2.32
Tulsa	95	**88**	-7.37	71	87	+22.53	60	56	-6.67
Tuscaloosa, Ala.	—	—	—	10	**13**	+30.00	—	—	—
Twin Falls, Idaho	—	—	—	—	—	—	11	**9**	-18.18
Tyler, Tex.	43	**51**	+18.60	—	—	—	—	—	—
Utica, N.Y.	18	13	-27.78	—	—	—	25	**23**	-8.00
Victoria, Tex.*	3	**5**	+66.67	—	—	—	—	4	—
Waco-Temple, Tex.	56	**54**	-3.57	—	—	—	36	38	+5.56
Washington	263	231	-12.17	258	**269**	+4.26	181	219	+20.99
Extra NBC affiliate	—	—	—	—	—	—	13	14	+7.69
Watertown, N.Y.	—	—	—	20	**20**	NC	—	—	—
Wausau-Rhinelander, Wis.	29	27	-6.90	40	**45**	+12.50	11	11	NC
West Palm Beach-Ft. Pierce, Fla.	47	46	-2.13	20	26	+30.00	60	**55**	-8.33
Wheeling, W. Va.-Steubenville, Ohio	—	—	—	54	**59**	+9.25	44	47	+6.82
Wichita-Hutchinson, Kan.	69	62	-10.14	67	**76**	+13.43	70	65	-7.14
Wichita Falls, Tex.-Lawton, Okla.	29	26	-10.34	28	**30**	+7.14	29	22	-24.13
Wilkes Barre-Scranton, Pa.	104	**100**	-3.84	58	71	+22.41	80	84	+5.00
Wilmington, N.C.	15	25	+66.67	—	—	—	53	**52**	-1.88
Yakima, Wash.	26	21	-23.81	35	**38**	+8.57	22	22	NC
Youngstown, Ohio	55	50	-9.09	61	**65**	+6.56	47	48	+2.13
Zanesville, Ohio	—	—	—	—	—	—	11	**10**	-9.09

Ratings Roundup

The commercial networks survived the *Nicholas Nickleby* onslaught with a combined rating/share average of 50.7/79 for the week—not their worst week of the season by any means.

The Royal Shakespeare Co.'s nine-hour production of *Nickleby*, presented by Mobile Oil across four nights (Jan. 10-13) on an ad hoc lineup of 60 affiliates, independents and public TV stations, was rated a big success by its backers and it did take a toll (BROADCASTING, Jan. 17). But ratings for the week ended Jan. 16 indicate that the chief victim was NBC. Indeed, both CBS and ABC pulled prime time averages for that week exceeding their season-to-date averages.

Thus CBS, whose season-to-date weekly average going into *Nickleby* week was 18.3, pulled a 19.9 rating and 31 share in winning the week that *Nickleby* was on (helped, too, by a strong 26.7/40.3 for its regular Sunday-night lineup three days after the *Nickleby* run), while ABC, with a season-to-date average of 16.4, turned in a 17.2/27 for Nickleby week.

NBC, however, which had been averaging 15.3, dropped to 13.6/21 in the week that *Nickleby* ran.

It was CBS's 13th weekly win of the season, as against two wins for NBC and one for ABC.

In the new season-to-date averages, including Nickleby week, CBS has an 18.4/29, ABC a 16.5/26 and NBC a 15.2/24.

The ad hoc lineup that carried *Nickleby* reportedly included 10 NBC affiliates, nine ABC affiliates and five CBS affiliates. National ratings for the mini-series are not yet available.

The First 20

1	*CBS NFL Playoff Game* (4-7:15 p.m.)	CBS	39.9/62
2	*CBS NFL Playoff Post* (7:15-7:30 p.m.)	CBS	33.7/53
3	*60 Minutes*	CBS	32.9/46
4	*Dallas*	CBS	26.6/41
5	*M*A*S*H*	CBS	23.7/34
6	*Alice*	CBS	23.3/36
7	*Dynasty*	ABC	22.9/37
8	*Love Boat*	ABC	22.9/36
9	*Jeffersons*	CBS	22.9/34
10	*Falcon Crest*	CBS	22.7/38
11	*Gloria*	CBS	21.7/32
12	*Magnum, P.I.* (R)	CBS	21.6/32
13	*Simon & Simon*	CBS	21.5/32
14	*Archie Bunker's Place*	CBS	21.4/31
15	*Newhart*	CBS	21.3/31
16	*Three's Company*	ABC	21.0/31
17	*Trapper John, M.D.*	CBS	20.3/38
18	*Fall Guy*	ABC	19.7/29
19	*CBS Saturday Night Movie* "Hooper" (R)	CBS	19.5/34
20	*9 to 5*	ABC	19.0/28

The Final Five

64	*NBC Movie of the Week* (R) "Return of Maxwell Smart"	NBC	11.4/17
65	*Ripley's Believe It or Not*	ABC	11.2/17
66	*Powers of Matthew Star*	NBC	10.9/17
67	*Voyagers*	NBC	10.8/16
68	*Hula Bowl "East vs. West"*	NBC	8.5/15

Distortion seen in prime time crime

"Just the facts, ma'am" is no longer in the lexicon of most producers of crime entertainment programs for prime time TV. That is, in effect, the charge from The Media Institute, a Washington-based nonprofit organization whose activities include research into relationships of the media and business.

The institute made its primary case Jan. 16 in the findings of a study, "Prime Time Crime," commissioned by the institute and conducted by Drs. Linda and Robert Lichter of George Washington University in Washington. Release of the study evoked endorsements from several organizations concerned with crime. It also prompted the formation last Tuesday (Jan. 18) of an ad hoc Committee on Prime Time Crime to permit executives of those groups to work with the institute.

For the "Prime Time Crime" report, the Lichters analyzed a six-week sample of prime time entertainment shows from the 1981 season before concluding that such programing distorts and sensationalizes crime in America.

Among the study's major findings:

■ Crime is a prevalent component of TV entertainment (drama and comedy) with an average 1.7 crimes per show.

■ There is much more violence in the TV crimes than in real-life occurrences; the lesser and low-profile crimes that dominate police records are far overshadowed on TV by fictionalized harsher crimes.

■ TV criminals tend to come from the establishment, the stock character being a middle-aged businessman. "Prime Time Crime" found businessmen second only to professional criminals as the most frequent lawbreakers on TV. According to the Lichters, that was consistent with The Media Institute's 1981 study, "Crooks, Conmen and Clowns," which found half of all chief executive officers portrayed on TV were engaged in illegal activity ranging from fraud to murder.

In their conclusions, the Lichters also noted that "neither Dick Tracy nor Joe Friday serves as the model law enforcer for today's cops-and-robbers show. Instead, the glamour boy of TV's legal system is the private eye whose Holmesian abilities often consign the law enforcement professionals to the role of Dr. Watson. More broadly, effective law enforcement is the province of the outsider who bypasses the law enforcement establishment."

Leonard J. Theberge, president of The Media Institute, said that the study's findings "are very unsettling because they suggest the American public is receiving a grossly distorted picture of what crime and law enforcement is all about."

Theberge said the current study was motivated by a need to follow up the "Crooks, Conmen and Clowns" findings of 1981. The earlier study concentrated only on the portrayals of business characters; the current study compares the fictional TV criminals with real-life lawbreakers as shown in official records. □

March 14

A unique opportunity for advertisers prior to the March 17-22 NATPE Conference in Las Vegas. BROADCASTING's March 14 issue will preview the show with a full list of exhibitors and the show agenda. Advertising deadline: March 4.

March 21

An on-the-scene report of what will take place at the 20th Anniversary Conference. On-site distribution of March 21 issue—a 5,000 plus overrun—will take place at noon, Saturday, March 19. Advertising deadline: March 11.

March 28

A complete wrap-up of what happened at the NATPE Conference. A must for all advertisers . . . for subscribers who did not attend will get all the news in one place. (It's almost like being there.) And those who attended will find out what they missed. Advertising deadline: March 18.

You belong in
Broadcasting
March 14/21/28

State Telecasting Inc. from The State Record Co. (100% before; none after) to Media General Telecommunications Inc. (none before; 100 after). Consideration: $8 million. Principals: Seller also owns KCBD-TV Lubbock, Tex., and KSWS-TV Roswell, N.M. Ben Morris is chairman and W. Frank Harden is president. Buyer is publicly traded Richmond, Va.-based newspaper publisher. It was granted FCC approval to buy WJKS-TV Jacksonville, Fla., for $18 million and sell WFLA-TV Tampa and cable system serving Fredericksburg, Va., and won franchise for Fairfax county, Va., last July (BROADCASTING, Aug. 2, 1982). BTCCT-821108FU). Action Nov. 8, 1982.

■ KMAC(AM) San Antonio, Tex. (630 khz, 5 kw-U)—Granted assignment of license from KISS Broadcasting Inc. to Salem Media of Texas Inc. for $1 million. Seller is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group owner of four AM's, five FM's and one TV principally owned by James F. Goodmon and brother, Ray H. Goodmon, and estate of A.J. Fletcher. Its most recent acquisition was WDRV(AM)-WLVV(FM) Statesville, N.C. for $1.75 million (BROADCASTING, June 28, 1982). Capitol Broadcasting bought KMAC(AM) along with co-located FM in 1980 for $4.65 million (BROADCASTING, Nov. 10, 1980). Buyer: Stuart W. Epperson and Edward G. Astinger III (50% each), who own KMFM(FM) San Antonio; WEZE(AM) Boston; WNYM(AM) New York and WRFD(AM) Worthington, Ohio. They sold KUKA(AM) San Antonio (see below). Last year they bought KUKA for $850,000. Epperson also owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger in addition owns KAAR(FM) Oxnard, KTED(FM) Fowler, 25% of KGBA(FM) Holtville and 20% of KGTF(FM) Carpinteria, all California. (BAL-820706GE). Action Dec. 26, 1982.

■ KUKA(AM) San Antonio, Tex. (1260 khz, 1 kw-U)—Seeks assignment of license from Por Favor Inc. to Texas Lotus Corp. for $875,000. Seller is owned by Stuart W. Epperson and brother-in-law, Edward G. Atsinger, who bought KUKA last year for $850,000 (BROADCASTING, Aug. 17, 1981) and are selling it to permit their acquisition of co-located KMAC(AM) for $1 million from Capitol Broadcasting (see above). Epperson and Atsinger own WEZE(AM) Boston, WNYM(AM) New York and WRFD(AM) Worthington, Ohio. Epperson also owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va., Atsinger owns KDAR(FM) Oxnard, 25% of KGBA(FM) Holtville, and 20% of KGFT(FM) Carpinteria, all California. He also sold, subject to FCC approval, KTED(FM) Fowler, Calif., for $700,000 (BROADCASTING, Aug. 9, 1982). Buyer is subsidiary of Lotus Communications Corp., Las Vagas-based group owner of six AM's and five FM's whose last acquisition was WDON(AM) Wheaton, Md., for $700,000 (BROADCASTING, Oct. 19, 1981). Howard Kalmenson is president. (BAL-820804GG). Action Dec. 29, 1982.

■ KMO(AM) Tacoma, Wash., (1360 khz, 5 kw-U)—Granted assignment of license from KMO Inc. to Starbrite Corp. for $2 million. Seller: James L. Baine (100%), who has no other broadcast interests. Buyer: James C. Nelly (100%), who is former owner of KUJ(AM) Walla Walla, Wash., which he sold two years ago for $1.7 million (BROADCASTING, Dec. 15, 1980). (BAL-821008EU). Action Jan. 5.

Call letters

Applications

Call	Sought by
	New AM
KADR	Clayton County Broadcasting, Elkader, Iowa
	New FM's
WJRQ	Jim Johnson Enterprises Inc., Williston, Fla.
WLVO	Mary Ellen Burns, Mt. Zion, Ill.
WDCL	Western Kentucky University, Somerset, Ky.
KKBJ-FM	Bemidji Radio Inc., Bemidji, Minn.
KDNW	Northwestern College Radio Foundation, Duluth, Minn.
WLUN	Community Broadcasting Inc., Lumberton, Miss.
WJYY	Rumford Communications Inc., Concord, N.H.
WSID	Broadcast Facilities Co., Sidney, N.Y.
WXDU	Duke University, Durham, N.C.
KITX	DLB Broadcasting Corp., Hugo, Okla.
WBHA	Louis G. Gregory Baha'i Institute, Hemingway, S.C.
KLMB	Educational Radio Foundation of East Texas Inc., Tyler, Tex.
WDNE-FM	Marja Broadcasting Corp., Elkins, W. Va.
WJTY	Joy Public Broadcasting Corp., Lancaster, Wis.
	New TV's
WLCT	CTV of Connecticut Inc., New London, Conn.
WPAN	Fort Walton Beach Broadcasting Corp., Fort Walton Beach, Fla.
KCHF	Son Broadcasting Inc., Santa Fe, N.M.
WSJU	Three Star Telecast Inc., San Juan, P.R.
	Existing AM's
KBOX	KIEL Jacksonville, Ark.
KKAP	KMFO Aptos-Capitola, Calif.
WYAT	WNNR New Orleans
KMAP	KDAN South St. Paul
KLCO	KBHM Branson, Mo.
WWCN	WOKO Albany, N.Y.
WWMG	WBIC New Bern, N.C.
WSMR	WSHB Raeford, N.C.
KLUP	KTEW Poteau, Okla.
KVAR	KUKA San Antonio, Tex.
KIWI	KCPX Salt Lake City
KPMA	KTNT Tacoma, Wash.
WMKE	WBCS Milwaukee
WTOQ	WSWW Platteville, Wis.
	Existing FM's
WZEW	WHSP Fairhope, Ala.
KCMG	KBCN Anchorage, Alaska
KFPW-FM	KXXI Fort Smith, Ark.
KCAQ	KACY-FM Oxnard, Calif.
KWDJ	KHNY Riverside, Calif.
WWLT	WWID Gainsville, Ga.
WJYF	WWCG La Grange, Ga.
WGAQ	WIFN Franklin, Ind.
WWCQ	WMDH New Castle, Ind.
WCLZ	WKXA-FM Brunswick, Me.
WYKX	WFNN Escanaba, Mich.
KRZK	KIRK-FM Branson, Mo.
WLQE	WGRF Pleasantville, N.J.
WZFM	WRNW Briarcliff Manor, N.Y.
WKKJ	WBEX-FM Chillicothe, Ohio
KQBC	KOKL-FM Okmulgee, Okla.
KXXI	KLUP Poteau, Okla.
KMML	KYTX-FM Amarillo, Tex.
KIOF	KCOT Lamesa, Tex.
KKBQ-FM	KYND Pasedena, Tex.
KGKL-FM	KSJT San Angelo, Tex.
KZUN	KTMP Spanish Fork, Utah
WFTR-FM	WIXV Front Royal, Va.
WMGF	WFMR Milwaukee
WKPL	WSWW-FM Platteville, Wis.
	Existing TV
KHBS	KFPW-TV Fort Smith, Ark.

Grants

Call	Assigned to
	New AM's
WYNI	Hub-City Broadcasting, Monroeville, Ala.
KGLR	Doylan Forney, Tucsun, Ariz.
KGDP	Radio Representatives Inc., Santa Ynez, Calif.
	New FM's
KXCI	Foundation for Creative Broadcasting Inc., Tucson, Ariz.
KLQZ	KDRS Inc., Paragould, Ark.
WBOD	Metrocom Communications Inc., Canton, Ill.
WGGI	Gateway Radio Works Inc., Owingsville, Ky.
KDIE	Joyce L. Hagen, Crookston, Minn.
KLQP	Lac Qui Parle Broadcasting Inc., Madison, Minn.
KCIE	Rethek Inc., Fairbury, Neb.
KKBI	Harold E. Cochrin, Broken Bow, Okla.
KDAA	Big Chief Broadcasting, Woodward, Okla.
KIJN-FM	The Best Broadcasting Inc., Farwell, Tex.
KVEZ	M&M Broadcasting Inc., Smithfield, Utah
KZMQ	KMMZ Radio Limited Partnership, Greybull, Wyo.
WVUV-FM	Radio Samoa Ltd., Leone, American Samoa
	New TV's
KATN	The Alaska 13 Corp., Fairbanks, Alaska *
WFDG	Metrovision Inc., New Bedford, Mass.
KXLT	L.E.O. Broadcasting Inc., Rochester, Minn.
KONY	Olmstead Enterprises Inc., Thief River Falls, Minn.
KDCQ	O.L. Turner, Sikeston, Mo.
WIUW	High Point Community Television Inc., High Point, N.C.
WKCH-TV	Knoxville Family Television Inc., Knoxville, Tenn.
WFYZ	Channel 39 of Murfreesboro Inc., Murfreesboro, Tenn.
	Existing AM's
WOOJ	WSWF Lehigh Acres, Fla.
WRBQ	WNSI St. Petersburg, Fla.
WWJZ	WTRR Sanford, Fla.
WQCN	WQQT Savannah, Ga.
KZHI	KIOE Honolulu
KLEO	KWKN Wichita, Kan.
WYST	WSID Baltimore
WVLE	WAVN Stillwater, Neb.
KOOQ	KAHL North Platte, Neb.
WRNC	WKXQ Reidsville, N.C.
WMGZ	WGBU Farrell, Pa.
WGFW	WGFE Morovis, P.R.
WGSN	WSWM North Myrtle Beach, S.C.
WHBT	WDHB Harriman, Tenn.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

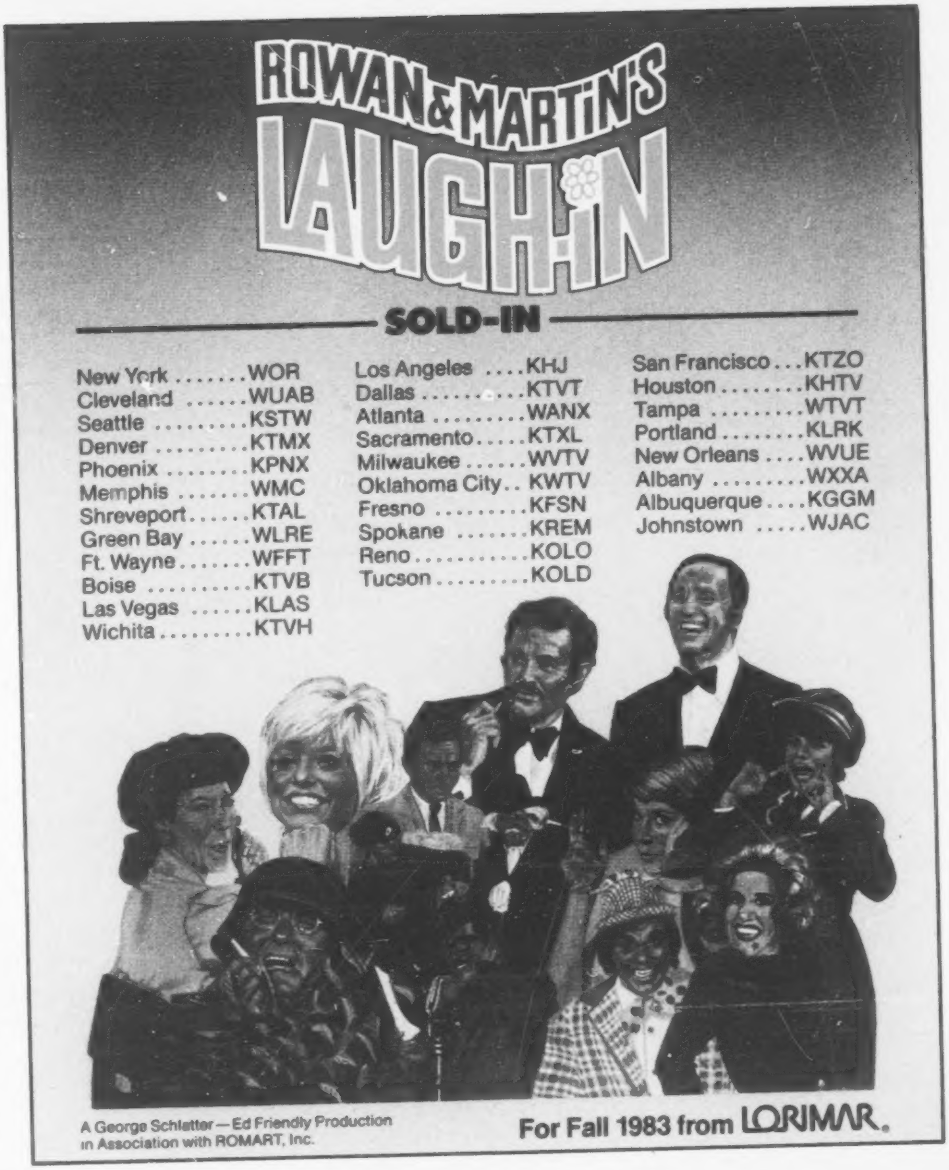
**Special temporary authorization*

***Includes off-air licenses*

C1750-1 2/1/83

The Fifth Estate

Broadcasting Jan 31



ROWAN & MARTIN'S LAUGH-IN

SOLD-IN

New York	WOR
Cleveland	WUAB
Seattle	KSTW
Denver	KTMX
Phoenix	KPNX
Memphis	WMC
Shreveport	KTAL
Green Bay	WLRE
Ft. Wayne	WFFT
Boise	KTVB
Las Vegas	KLAS
Wichita	KTVH
Los Angeles	KHJ
Dallas	KTVT
Atlanta	WANX
Sacramento	KTXL
Milwaukee	WVTV
Oklahoma City	KWTV
Fresno	KFSN
Spokane	KREM
Reno	KOLO
Tucson	KOLD
San Francisco	KTZO
Houston	KHTV
Tampa	WTVT
Portland	KLRK
New Orleans	WVUE
Albany	WXXA
Albuquerque	KGGM
Johnstown	WJAC

A George Schlatter — Ed Friendly Production in Association with ROMART, Inc.

For Fall 1983 from LORIMAR.

20814GARNE06681 WVA JUN/83
5 GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

52d Year 1983

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Vol. 104 No. 5

Broadcasting ▱ Jan31

Comments pour into FCC on network syndication-financial interest ☐ Getting a bead on radio's top 20 advertisers ☐ Fourth network looks to become reality in near future

FOURTH NETWORK BUBBLES ANEW ☐ In wake of INTV, broadcasters and movie studios huddle over alternate service in prime time. **PAGE 27.**

PROGRAMING WALLS OF JERICHO ☐ In comments to FCC, networks sound trumpets for repeal of syndication and financial-interest rules, claiming time and technology have made restrictions obsolete. Opponents contend repeal would stifle competition and be disservice to public. **PAGE 28.**

EXTRAVISION SET FOR APRIL ☐ CBS's new feature in teletext service will seek business customers to supplement revenues from residential users. **PAGE 32.**

HILL HOPPER REFILLING ☐ Major communications legislation, with some modifications from last session returns to Capitol Hill. **PAGE 33.**

1% OWNERSHIP RULE ☐ FCC wants to raise maximum for individual to 5% in multiple ownership considerations and would increase figure to as much as 20% for "passive investors." **PAGE 34.**

RADIO'S CHOICE SPENDERS ☐ Anheuser-Busch's $33 million in spot and network leads RAB's special compilation of top 20 sponsors in first nine months of '82. **PAGE 44.**

BAD FRUITS OF WESTMORELAND CASE ☐ CBS news chief Sauter laments fact that suit has rallied forces opposing "independent, searching press." **PAGE 55.** American Legal Foundation asks FCC to lift CBS licenses as punishment for controversial documentary. **PAGE 67.**

METROMEDIA NEWS EXPANSION ☐ Independent group owner starts drastic revamping at WTTG(TV) Washington and KTTV(TV) Los Angeles. **PAGE 58.**

FOWLER FIELDS DINGELL QUESTIONS ☐ FCC chairman says commission will decide after reading financial-interest comments whether to conduct further studies, restates desire for change in comparative renewal proceedings. **PAGE 64.**

PORTRAIT OF IMPENDING DISASTER ☐ NCTA and other cable interests tell appeals court that implementation of CRT rate hikes will create financial havoc, charge that tribunal did not make copyright holders prove present schedule is unreasonable. **PAGE 64.**

ANOTHER UHF FOR D.C. ☐ Law judge's proposed channel 14 grant goes to group headed by George Corbin III. **PAGE 65.**

SWIM WITH TIDE ☐ Patrick presentation to NAB board offers look at what changes are being effected by new technologies. Broadcasters advised to join, not fight, things to come. **PAGE 68.**

LPTV STATUS REPORT ☐ Anaheim meeting gets input on FCC's problems in processing low-power applications, look at programing available, assessment of LPTV's place in market. **PAGE 69.**

REAGAN AT NRB ☐ National Religious Broadcasters annual convention opens in Washington with FCC, Congress and President prominent on agenda. **PAGE 71.**

BIG BERTHAS IN SWEEPS ☐ Networks ready major programing guns for February local-count period. In front line is ABC-TV's $38-million *Winds of War.* **PAGE 72.**

NRB'S PRUDENT STEWARD ☐ In 1966, Dr. Ben Armstrong was asked to serve the National Religious Broadcasters as its executive director. Without hesitation, he made his mission for God and NRB his life's work. **PAGE 95.**

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Totaling radio's top 20 advertisers

Anheuser-Busch tops list of sponsors that combined, spent $289 million in first nine months of 1982 spots

A total of $289 million was spent by the top 20 radio advertisers during the first nine months of 1982, according to the top 20 company listing prepared for BROADCASTING magazine by the Radio Advertising Bureau. Of the $289 million, $217 million went to national spot (including nonwired networks) and the remaining $72 million was channeled through network buys.

Anheuser-Busch, a major sponsor of play-by-play sports, emerged as the leading radio advertiser with radio ad expenditures totaling $33.1 million. It led the national spot category with $29.3 million while spending $3.8 million on network. The second and third quarters were the busiest, especially with the introduction of Budweiser Lite which, along with Budweiser, draws the company's heaviest allocation of radio, said Chuck Fruit, vice president of national advertising for Anheuser-Busch.

The automotive industry was the top category for radio advertising during the first nine months of 1982. Holding the second, third and fourth positions, respectively, were: General Motors Corp., $27.5 million; Chrysler Corp., $26.5 million, and the Ford Motor Co., $23.8 million. Much of the automotive money spent on radio went to promotional campaigns such as announcing rebates as well as other speciality programs. One example was Ford which, during last year's first quarter, ran commercials announcing a new warranty on some of its small car lines.

Surfacing as the leading network advertiser from January to September of last year was Jeffrey Martin Inc., a pharmaceutical manufacturer, with a $22.2 million expenditure. Martin Himmel, company president, said he used radio for 26 years for a long list list of pharmaceutical brands including Compoz, Topol, Psorex, Doan's pills and Bantron. The company showed no expenditures for national spot. For the first nine months of 1981, Jeffrey Martin spent only $2.8 million on network radio, according to the data computed by RAB.

Spending the least on national spot were Campbell Soup, which showed no expenditures, and Sears, Roebuck & Co. which posted a $2.2 million figure.

Besides Budweiser, other beer companies in the top 20 were Miller Brewing Co., $15.8 million; Stroh's Brewery Co., $10.8 million, and Van Munching & Co., $7.3 million (importer of Heineken and Amstell beers). Stroh's purchased the Joseph E. Schlitz Brewing Co. last April. It now markets 14 brands of beer and, according to John Bissell, vice president of marketing for Stroh's, invests heavily in radio during the summer when TV viewing declines. Stroh's plans to increase radio spending this year.

General Foods Corp. uses radio as a secondary medium to TV primarily for two of its coffee brands—Sanka, which is generally targeted to an older age group, and Maxwell House, which is generally aimed at younger demographics.

Coca-Cola USA, on the other hand, makes use of radio advertising for all of its products, according to a company spokeswoman. To reach the teen-age audience, its product lines of Coca-Cola, Sprite and Mello-Yello for the past two years have sponsored concerts, along with the individ-

Radio's top 20

The following chart represents the top 20 radio advertisers for the first nine months of 1982 with a comparison to the same period a year earlier. The figures represent a combination of national spot (including unwired networks), network and combined total dollars as computed by the Radio Advertising Bureau from various financial data compiled by Radio Expenditure Reports Inc. (national spot) and Leading National Advertisers Inc. (network).

All dollar figures are in millions.

	National spot			Network			Total		
Company	1982	1981	% change	1982	1981	% change	1982	1981	% change
1. Anheuser-Busch	$29.3	$24.4	+ 20.0%	$ 3.8	$ 2.1	+ 80.9%	$33.1	$26.5	+ 24.9
2. General Motors	22.5	24.5	- 8.2	5.0	4.0	+ 25.0	27.5	28.5	- 3.6
3. Chrysler	23.8	36.1	- 34.1	2.7	1.0	+ 170.0	26.5	37.1	- 28.6
4. Ford	18.8	26.6	- 29.4	5.0	4.0	+ 25.0	23.8	30.6	- 22.3
5. Jeffrey Martin Inc	—	—	—	22.2	2.8	+ 692.8	22.2	2.8	+ 692.8
6. Pepsico	13.6	9.5	+ 43.1	2.8	—		16.4	9.5	+ 72.6
7. Miller Brewing Co.	15.8	12.4	+ 27.4	—	—	—	15.8	12.4	+ 27.4
8. American Honda	11.4	5.0	+ 128.0	0.5	—	—	11.9	5.0	+ 138.0
9. Sears, Roebuck	2.2	1.5	+ 46.6	9.7	5.3	+ 83.0	11.9	6.8	+ 75.0
10. Stroh's/Schlitz*	10.8	7.4	+ 49.9	—	0.06		10.8	7.4	+ 45.9
11. Coca-Cola	10.5	10.3	+ 1.9	0.1	0.7	- 85.8	10.6	11.0	- 3.7
12. General Foods	4.2	4.7	- 10.7	6.1	4.2	+ 45.2	10.3	8.9	+ 16.1
13. United Airlines	9.8	6.6	+ 48.4	0.5	—	—	10.2	6.6	+ 55.3
14. U.S. Army	5.0	4.4	+ 13.6	4.6	5.8	- 20.7	9.6	10.2	- 5.9
15. Nissan Motors	9.6	3.4	+ 182.3	—	—	—	9.6	3.4	+ 182.3
16. Delta Airlines	8.8	7.9	+ 11.3	—	—	—	8.8	7.9	+ 11.3
17. Eastern Airlines	8.6	6.0	+ 43.3	—	—	—	8.6	6.0	+ 43.3
18. Van Munching & Co.	7.3	6.8	+ 7.3	—	—	—	7.3	6.8	+ 7.3
19. Campbell Soup	—	1.5	—	7.0	2.1	+ 233.3	7.0	3.6	+ 94.4
20. Greyhound	4.8	8.0	- 60.0	2.1	0.01	+ 16,153	6.9	8.0	- 13.8

* Note: Joseph Schlitz Brewing Co. was purchased by Stroh's Brewery Co. in April 1982. All Stroh's expenditures for the first nine months of 1982 were combined with those of Schlitz.

BottomLine

Big givers. Corporate and foundation donations to Broadcast Pioneers Library, Washington, in 1982 were said to be largest of any year since library was founded 12 years ago. Donors identified by Ward Quaal, library president, were ABC Inc., James Duncan Media Enterprises, Fetzer Television Corp., Forward Communications Corp., WB Smulin Stations, George B. Storer Foundation and WKBN (Youngstown, Ohio) Broadcasting Corp. Foundation.

☐

Anchors aweigh. Time Inc. plans to tap overseas financial markets with offering of $100 million in notes from Time-Life Overseas Finance Corp. N.V. (headquartered in Curacao). Underwriting group will be led by Salomon Brothers International and Morgan Guaranty Ltd. Not registered in U.S., notes cannot be sold here or to U.S. nationals or residents.

☐

Upping ante. Multimedia announced 11.4% increase in quarterly dividend, to 19.5 cents per share. Dividend is payable Feb. 15 to holders of record Feb. 1.

☐

Sale complete. Metromedia Inc. has announced it has completed acquisitions of ICS Communications Inc., Anaheim, Calif.-based radio common carrier, and Beep Communications Inc., another RCC based in New York, for total of $42 million.

☐

MGM/UA improves. MGM/UA Entertainment Co. has reported net income increase for quarter ending Nov. 30, 1982, over comparable period in 1981, from $9.8 million or 20 cents a share to $10.5 million or 21 cents a share. Revenue declined from $208 million to $204 million, while pre-tax income grew from $9.2 million to $15.6 million. Revenues from television production grew from $10 million to $32.1 million, and television distribution revenues jumped from $27.9 million to $46.7 million over the comparable quarter. In remarks to shareholders, MGM/UA chairman and chief executive officer, Frank Rothman, said firm's institutional debt has been reduced from $528 million to $326 million during his 11-month tenure. Rothman said he plans to reduce that debt by at least another $100 million in 1983.

☐

For sale. Zoetrope Studios, founded by director Francis Ford Coppola, will be offered for sale at public auction to be held Feb. 11 in Los Angeles, according to Security Pacific National Bank, which claims it is owed $3.2 million on 8.7-acre property purchased by Coppola in 1980 for reported $6 million. Bank found Zoetrope in default on loan payments last October.

☐

Disney's drop. Walt Disney Productions has reported net income declined slightly for quarter ended Dec. 31 to 17.2 million or 51 cents per share, compared with $17.4 million or 53 cents per share for period ending Dec. 31, 1981. Revenues increased from $212 million to $270 million, and operating profits climbed from $29.5 million to $42.5 million for quarter as compared with same quarter in 1981. Disney reported drop in worldwide television revenues from $12.3 million to $6.5 million, primarily due to holding back of material for its new pay TV service this spring. In unrelated move, Disney last week filed registration with SEC for offering of one million shares of common stock to "be used for general corporate purposes, including reduction of existing debt."

☐

Sold. CBS completed anticipated step of selling off its Specialty Stores Division last week as California investor Burke Mattes purchased all 83 Pacific Stereo outlets. Mattes will become chairman and chief executive officer of Pacific Stereo. CBS says its loss on sale and net operating losses of division will be charged to fourth quarter 1982 income.

Who Knows The Sunbelt Best?

Robert W. Rounsaville has owned fourteen stations in Florida alone. As media brokers, we're best qualified to help you find your place in the sun.

Robert W. Rounsaville & Associates

P.O. BOX 11898 ATLANTA, GA 30355 (404) 261-3000

COLOREX
Topol
Bantron
AYDS

Martin Himmel, head of Jeffrey Martin

Ad leader Anheuser-Busch

ual local bottling companies, over ABC Radio. This year Coca-Cola USA will sponsor a concert series produced by the Culver City, Calif.-based Westwood One, a radio production and distribution company.

Top-spending airline companies are United ($10.25 million), Delta ($8.8 million) and Eastern ($8.6 million). Spot radio and newspapers are "instantly deployable" media to be used in this period of fare wars, said William Downs, vice president of Eastern Airlines. Spot radio, he said, is especially desirable since the airline needs localized advertising to reach the various markets it serves. Both Eastern and Delta registered no network spending; United showed only a $500,000 expenditure.

The U.S. Army spends a high percentage of its ad budget on radio ($9.6 million), according to Susan Roe of NW Ayer—the agency that handles the account. She said there won't be as much money spent on radio in 1983 as there was last year. The Army uses national spot and network about evenly.

Some of the major companies falling below the top 20 for radio advertising for the first three quarters of 1982 were: Nabisco Brands Inc., $6.5 million; Adolph Coors Brewing, $6.35 million; Bristol-Myers, $6.2 million; General Mills, $6 million; Southland Corp. (7-11 Stores), $5.8 million; Martlett Importers (Molson Golden Ale),

$5.7 million; Cotter & Co. (TrueValue Hardware stores), $5.6 million; Dow Jones & Co., $5.5 million; AT&T, $5.2 million; Phillips Petroleum Co., $5.14 million; Warner-Lambert Co., $5.13 million; Southwestern Bell, $4.9 million; TWA, $4.4 million; Pillsbury, $4.1 million; K-Mart, $4 million; Hartz Mountain Industries Inc., $3.97 million; 7-Up, $3.8 million; Pabst Brewing Co., $3.7 million; Colgate-Palmolive Co., $3.6 million, and Dart & Kraft Inc., $3.58 million.

Total national spot sales saw an increase of slightly less than 2% for the first nine months of 1982 (BROADCASTING, Jan. 10) while network radio activity stood at about 10% ahead of 1981. Radio executives forecast, at best, a slight increase for the year in both spot and network once all the fourth-quarter figures have been tallied. Some of the companies canvassed last week said their fourth-quarter radio spending had been less than the previous three quarters. The industry remains cautiously optimistic for 1983 even though both national spot and network business got off to a good start in January. ☐

Commercial kudos

Chicago's U.S. Television Commercials Festival picks the top spots from 1982

The U.S. Television Commercials Festival, Chicago, has presented 50 awards recognizing outstanding television commercials in North America produced and/or telecast between Oct. 1, 1981, and Oct. 1, 1982.

Top festival honors went to *Zoo Stars*, a spot produced for the Detroit Zoological Park, which won the "Best of Festival" award as well as two first-place awards in various categories.

The following list includes the sponsor, title of commercial, producer and the advertising agency.

Best of Festival

Detroit Zoological Park ☐ *Zoo Stars* (Castom & Co. W.B. Doner & Co.)

Subject Category Winners (under $10,000 production cost)

Omark Industries ☐ *Wood Grenade* (International Media Systems, Borders, Perrin & Norrander)
United Foundation of Detroit ☐ *Point of View* (Castom & Co. W.B. Doner & Co. Advertising)
Detroit Zoological Park ☐ *Zoo Stars* (Castom & Co. W.B. Doner & Co. Advertising)
(Not applicable) *Hunger Projects* (Stan Carp Inc. Della Femina Travisano & Partners)

Subject Category Winners (over $10,000 production costs)

Dallas District Ford Dealers Advertising Fund ☐ *Chimney Chase* (Monte Young Animation, Solemene & Associates)
Yamaha Motor Canada Ltd. ☐ *Family Business* (Dalton Fenske & Friends, SMW Advertising Ltd.)
Villa Banfi ☐ *Son of Bell'agio* (Ovation Films Inc. Hicks & Greist)
Anheuser-Busch Inc. ☐ *Lone Redbone* (Dear Films Inc. D'Arcy-MacManus & Masius)
Anheuser-Busch Inc. ☐ *Volunteers* (Michael Daniel Productions, D'Arcy-MacManus & Masius)
McDonald's Corp. ☐ *Double Dutch* (Harmony Pictures, Burrell Advertising)
Sunkist Growers Inc. ☐ *Tote Board* (Ampersand Productions, Foote, Cone & Belding/Honig)
Schmidt Baking Co. ☐ *I Like Bread and Butter*—diner campaign (Charles Street Films, Trahan, Burden & Charles Inc.)
Schmidt Baking Co. ☐ *I Like Bread and Butter*—diner, supermarket, high school campaign (Charles Street Films, Trahan, Burden & Charles)
Dad's Cookies ☐ *Life at 3'8"* (Boardwalk Motion Picture Co. Palmer Bonner)
Coca-Cola Co. ☐ *Marching Band* (Summerhouse, Burrell Advertising)
Dr Pepper ☐ *Revolving Room* (Sunlight Pictures Corp., Young & Rubicam)
U.S. Borax ☐ *Bently* (Freund & Kleppel, McCann-Erickson)
U.S. Borax ☐ *Jensen's Switch* (Freund & Kleppel (McCann-Erickson)
James River-Dixie Northern Inc. ☐ *Rainy Day* (Bill Hudson Films Inc., Scali, McCabe, Sloves Inc.)
James River-Dixie Northern Inc. ☐ *Roller Skates* (Bill Hudson Films, Scali, McCabe, Sloves Inc.)
Rayovac Canada ☐ *Eskimo* (Trio Films, Anderson Advertising)
Polaroid Corp. ☐ *Gonzo's Face* (Directors Studio Inc., Doyle Dane Bernbach Inc.)
Polaroid Corp. ☐ *Dog's Birthday* (Directors Studio Inc., Doyle Dane Bernbach)
Polaroid Corp. ☐ *Shoeboxes* Revised (Directors Studio Inc., Doyle Dane Bernbach)
Ontario Ministry of Tourism and Recreation ☐ *Snowbird* (Rabko Television Productions, Camp Associates Advertising)
Medical College of Virginia Hospitals ☐ *Heart Attack* (Thom 2 Productions, Westbrook Inc.)
Southwestern Bell Telephone Co. ☐ *Homesick* (Sanson Productions, D'Arcy-MacManus & Masius)
TransCanada Telephone System ☐ *Griswald* (Partners, Publicite McKim Ltee.)
Greyhound Lines ☐ *Single Girl* (Harmann, Impastato, Stephens & Kerns, Bozell & Jacobs)
State of Michigan ☐ *Say Yes* (Bill Penik & Co., Needham, Harper & Steers Advertising)
IT&T ☐ *Two Operators* (Johnston Films, Issues & Images)
Maryland State Lottery ☐ *Ping Pong Balls* (Charles Street Films, Trahan, Burden & Charles)
Detroit Zoological Park ☐ *Zoo Stars* (Castom & Co. W.B. Doner & Co. Advertisng)
Massachusetts Society for the Prevention of Cruelty to Children ☐ *Kids, You Can't Beat 'Em* (September Production, ClarkeGowardCarr & Fitts)
Christian Churches of America ☐ *Edge Out* (Richmarc Productions, no agency)
WBZ(AM) ☐ *Maynard in the Morning—Newsteam* (Aydelott Associates, Aydelott Associates)
ABC ☐ *Come On along with ABC*—multi-venue (Marks & Marks, Marks & Marks)

Production Technique Category Winners (over $10,000 production costs)

Bell Canada/Tele Direct ☐ *Dance Music*, Tango, Rock 'n' Roll (Michael Mills Productions, McKim Advertising Ltd.)
Bell Canada/Tele Direct ☐ *Tango, Rock 'n' Roll* (Michael Mills Productions, McKim Advertising)
Coca-Cola Bottling Co. ☐ *World Cup* (Hagmann, Impastato, Stephens & Kerns, McCann-Erickson)
Brown Shoe Co. ☐ *Cat Calls* (Linsman Film & Tape, Hanley Partnership)
NBC ☐ *Just Watch Us Now* (EUE Screen Gems, no agency)
Busch Gardens, Tampa ☐ *Busch Gardens Tampa* (Michel Stylianou Films Inc., McDonald & Little)
Polaroid Corp. ☐ *Gonzo's Face* (Directors Studios, Doyle Dane Bernbach)
Ford Motor Co. ☐ *Hot Steel* (Paisley Productions, J. Walter Thompson)
Burger King ☐ *Aren't You Hungry?* (Grand Street Flicks, J. Walter Thompson)
Flying Tigers ☐ *Sweep the Dock* (CPC Associates, Marsteller Inc.)
Polaroid ☐ *Bicycle* (Directors Studio Inc., Doyle Dane Bernbach)

BURNS / SOMERSET COUNTRY

CONGRATULATES

Abell Communications

WCRJ AM FM JACKSONVILLE FLORIDA

#1 FIRST BOOK! 12+

WCRJ switched to the BURNS/SOMERSET 'CONTINUOUS COUNTRY' format consultancy from beautiful music on April 29, 1982, half-way through the Spring ARB. In the just released Fall '82 ARBITRON, WCRJ AM/FM jumped to NUMBER ONE 12+, M-S, 6am-12m, metro AQH, with a 10.6 share, up from a 2.0 share in the Fall '81 book.

Does **your** radio station need us? A good ARBITRON could be as near as your phone. Call Jim West, Al Mangum or Bob Harris at (214) 243-7800.

FairWest

3341 TOWERWOOD DRIVE • SUITE 204
DALLAS, TEXAS 75234 • (214) 243-7800

RAB's Texas sales roundup

'Leadership in a Turnaround Year' is the theme of the third Managing Sales Conference

Between 900 and 1,000 radio executives are descending the on Amfac Hotel at the Dallas-Fort Worth Airport to attend the Radio Advertising Bureau's third annual Managing Sales Conference. More than 50 workshops and events are planned for this year's event which carries the theme: "Leadership in a Turnaround Year."

Fred Walker, conference chairman and president of Broad Street Communications,

High expectations for 'Winds of War'

ABC mini-series to generate $36.5 million in ad revenues and, network hopes, big boost in audience totals for season

The Winds of War, ABC's latest novel for television, based on Herman Wouk's saga about the events leading up to the U.S. entry into World War II, has been billed as the greatest program to hit the airwaves since the invention of the cathode ray tube. Dan Curtis, who produced and directed the 18-hour epic for Paramount Television, described it last week as the television event "of the century." The statement may not have been meant to be taken literally, but it fell right in line with ABC's promotion.

Curtis

The consensus last week was that *Winds of War* should do well in the ratings, with estimates ranging in the high 20's to perhaps a 35. On that scale, the program would draw a share of 40 to 50-plus. In 1977, the first run of *Roots*, also seen on ABC, averaged about a 44.9 rating (12 hours over eight nights) with a high 51/71.

Paramount spent $38 million to produce *Winds of War* and ABC is said to have paid $36 million for two network runs. The first will appear on consecutive nights starting Sunday, Feb. 6 through Friday, Feb. 11, with the seventh and final episode to be televised Sunday, Feb. 13.

With 209 spots selling at $175,000 throughout the 18 hours, ABC will generate more than $36.5 million in advertising revenues, most of which will go toward paying the rights cost to Paramount. ABC also claims to be backing the event with $20 million worth of promotion (most of that in time on the network).

If *Winds of War* lives up to ABC's ambitions, ABC stands a good chance of taking the February sweeps, just as CBS's airing of *The Blue and the Gray* was a major factor in its sweeps victory last November. But no one expects ABC to be able to catch up to

Ratings Roundup

ABC-TV captured the prime time ratings prize for the week ended Jan. 23, its second weekly win of the 1982-83 season, while NBC-TV, though it came in third again, turned in a considerably better than average performance.

ABC scored a 17.9 average rating/27 average share. CBS, which has been out of first place in only four of the season's 17 weeks to date, came in this time a half point off the lead at 17.4/27, and NBC outperformed its season-to-date average by more than a rating point, turning in a 16.4/25, its best weekly numbers since the World Series last fall.

Helping ABC to the top for the second time this season were unusually strong performances by several of its regular series and a big score by the *American Music Awards*, which in two hours on Monday night averaged a 24.4/36 to become the third ranked program of the week.

ABC also got season high ratings for *That's Incredible* (22.3/31) and *T.J. Hooker* (17.1/27), while *The Fall Guy* (20.5/30) and *Dynasty* (21.8/35) won each half-hour of their 9-11 p.m. block on Wednesday and *Love Boat* (21.3/33) and *Fantasy Island* (17.8/31) repeated that feat on Saturday.

NBC got a big boost from *Hill Street Blues*, whose season high 25.1/42 made it the second highest rated program of the week, and from the send-off for its new series *The A Team*, which, premiering as a two-hour Sunday night movie, drew a 23.0/35 and ranked fifth for the week. Another new NBC series, *Mama's Family*, at 9-9:30 p.m. on Saturday, had an 18.6/28, the best numbers NBC has had in that time period this season. *Real People* climbed back into the top 20—at number 20—for the first time in several weeks, with a 19.0/28.

The First 20

1	*60 Minutes*	CBS	27.1/41
2	*Hill Street Blues*	NBC	25.1/42
3	*American Music Awards*	ABC	24.4/36
4	*Three's Company*	ABC	[illegible]
5	*NBC Sunday Night Movie (The A-Team)*	NBC	23.0/35
6	*Knots Landing*	CBS	22.9/35
7	*That's Incredible*	ABC	22.3/31
8	*Falcon Crest*	CBS	21.9/37
9	*Simon & Simon*	CBS	21.9/32
10	*Dynasty*	ABC	21.8/33
11	*Love Boat*	ABC	21.3/33
12	*Fall Guy*	ABC	20.5/30
13	*One Day At a Time*	CBS	[illegible]
14	*Archie Bunker's Place*	CBS	[illegible]
15	*Jeffersons*	CBS	19.3/28
16	*M*A*S*H*	CBS	[illegible]
17	*9 to 5*	ABC	19.5/29
18	*Gloria*	CBS	19.5/26
19	*Hart to Hart*	ABC	19.4/32
20	*Real People*	NBC	19.0/28

The Final Five

64	*ABC Friday Night Movie (Alligator)*	ABC	11.8/19
65	*Bring 'Em Back Alive*	CBS	10.8/17
66	*Voyagers*	NBC	10.8/16
67	*Family Tree*	NBC	10.1/18
68	*CBS Reports: The Basketball Machine*	CBS	7.5/13

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Rockford	WQRF	+200
Greensboro	WFMY	+40
Los Angeles	KHJ	+250
San Diego	KGTV	+60
Sacramento	KTXL	+36
Knoxville	WATE	+117
Sioux Falls	KSFY	+350
Wichita Falls	KAUZ	+200
Santa Barbara	KEYT	+300
Fargo	KTHI	+200
Las Vegas	KTNV	+300
Bakersfield	KERO	+200
El Dorado	KTVE	+67
Kansas City	KSHB	+4
Tulsa	KOKI	+122
Wichita	KTVH	+300
Jackson	WJTV	+100
Odessa-Midland	KTPY	+100
Lincoln-Hastings	KOLN	+67
Joplin	KODE	+17
Seattle	KCPQ	+180

EIGHT IS ENOUGH

LORIMAR

Source: ARB - Nov. 1982-1981

modification of CP (BPED-810119AB) to increase ERP to 50 kw; change HAAT to 500 ft. H&V and make changes in ant. sys. Action Dec. 16, 1982.

- KWIZ-FM (96.7 mhz) Santa Ana, Calif.—Granted CP to make changes in ant. sys.; increase ERP to 2.85 kw (V); decrease HAAT to 199.5 ft and change TPO. Action Dec. 22, 1982.

- KTUO (93.75 mhz) Sonora, Calif.—Granted CP to change frequency to 93.5 mhz and change geographical coordinates to 37 59' 22", 120 23' 05". Action Dec. 16, 1982.

- WGFA-FM (94.1 mhz) Watseka, Ill.—Granted modification of CP (BPH-820120AD) to change type trans.; change type ant.; increase ERP to 50 kw; increase HAAT to 366 ft. and change TPO. Action Dec. 16, 1982.

- KKAT (106.1 mhz) Lyons, Kan.—Granted CP to increase HAAT to 267 ft. (H). Action Dec. 22, 1982.

- WXID (94.7 mhz) Mayfield, Ky.—Granted CP to change TL; change ERP to 50 kw; change HAAT to 401 ft. and make changes in ant. sys. Action Dec. 22, 1982.

- WDHR (92.1 mhz) Pikeville, Ky.—Granted CP to change TL; decrease ERP to 1.02 kw; increase HAAT to 500 ft. and change TPO. Action Jan. 7.

- KMBQ (93.7 mhz) Shreveport, La.—Granted CP to change TL; increase ERP 100 kw; change HAAT to 1020 ft.; H&V; change type trans. and make changes in ant. sys. Major environmental action under section 1.1305. Action Dec. 29, 1982.

- WBSF (91.7 mhz) Biddeford, Me.—Granted CP to chang ERP to 590 w and change HAAT to 55 ft. Action Dec. 22, 1982.

- WLYN-FM (101.7 mhz) Lynn, Mass.—Granted CP to increase HAAT to 300 ft.; major environmental action under section 1.1305. Action Dec. 16, 1982.

- KESM-FM (105.5 mhz) El Dorado Springs, Mo.—Granted CP to change type ant.; increase HAAT to 300 ft. and change TPO. Action Jan. 7.

- KBZN (93.7 mhz) Bozeman, Mont.—Granted CP to change TL and increase HAAT to 256 ft. Action Jan. 7.

- KNAA (98.3 mhz) Sparks, Nev.—Granted CP to change TL; specify SL/RC; change ERP to 290 w; change HAAT to 840 ft.; change type trans. and make changes in ant. sys. Action Dec. 16, 1982.

- WEVO (89.1 mhz) Concord, N.H.—Granted CP to make changes in ant. sys.; increase HAAT to 383 ft. and change TPO. Action Dec. 17, 1982.

- WCNL-FM (101.7 mhz) Newport, N.H.—Granted modification of CP (BPH-800729AJ) to correct geographical coordinates to read 43 23' 50" and 72 17' 37" and correct HAAT to 1078 ft. Action Jan. 7.

- WVNJ (100.3 mhz) Newark, N.J.—Granted CP to change TL; change ERP to 7.76 kw (H) and 5.54 kw (V); increase HAAT to 1,223 ft. and change TPO. Action Dec. 22, 1982.

- KAFE-FM (97.3 mhz) Santa Fe, N.M.—Granted CP to change TL; change ERP to 100 kw; HAAT to 1,631 ft. and make changes in ant. sys. Action Dec. 16, 1982.

- WBKT (93.3 mhz) Brockport, N.Y—Granted CP to change frequency to 93.3 mhz. Action Dec. 22, 1982.

- WKGL-FM (92.7 mhz) Middletown, N.Y.—Granted modification of CP (BPH-810417AO) to decrease ERP to 2.7 kw; increase HAAT to 320 ft. and change TPO. Action Dec. 17, 1982.

- WVMH-FM (90.5 mhz) Mars Hill, N.C.—Granted CP to change ERP to 248 w (H). Action Dec. 22, 1982.

- WHYW-FM (96.9 mhz) Braddock, Pa.—Granted CP to decrease ERP to 16 kw (H&V); increase HAAT to 1007 ft. and change TPO. Action Jan. 5.

- WGSX (94.7 mhz) Bayamon, P.R.—Granted modification of CP (BPH-811020AG, as mod.) to increase ERP to 16 kw; increase HAAT to 1,760 ft. and change TPO. Action Jan. 5.

- WNOK-FM (104.7 mhz) Columbia, S.C.—Granted modification of CP (BPH-800221AI, as mod.) to decrease ERP to 29.5 kw; increase HAAT 1,004 ft. and change TPO; major environmental action under section 1.1305. Action Dec. 29.

- WNAZ-FM (89.1 mhz) Nashville—Granted CP to change ERP to 1.395 kw and change TPO. Action Dec. 16, 1982.

- KRBE-FM (104.1 mhz) Houston—Granted CP to install aux. ant. sys. at main TL; to be operated on ERP of 7.4 kw; change HAAT to 1,031.6 ft. and change TPO. Action Jan. 7.

- KLSR-FM (105.3 mhz) Memphis—Granted modification of CP (BPH-810601AA) to change TL; decrease HAAT to 77 ft. and change TPO. Action Jan. 7.

- KCLK-FM (94.1 mhz) Clarkston, Wash.—Granted CP to change TL; change ERP to 100 kw; HAAT to 1,232 ft.; change type trans. and make changes in ant. sys. Major environmental action under section 1.1305. Action Dec. 29, 1982.

TV actions

- * WDPB (ch. 64) Seaford, Del.—Granted CP to change ERP to 141 kw vis., 14.1 kw aur. Action July 27, 1982.

- WXTX (ch. 54) Columbus, Ga.—Granted MP (BPCT-810729KF) to change ERP to 1,000 kw vis., 100 kw aur.; change TL and HAAT to 1,140 ft. Action Dec. 28, 1982.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

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WRKR	WWEG Racine, Wis.

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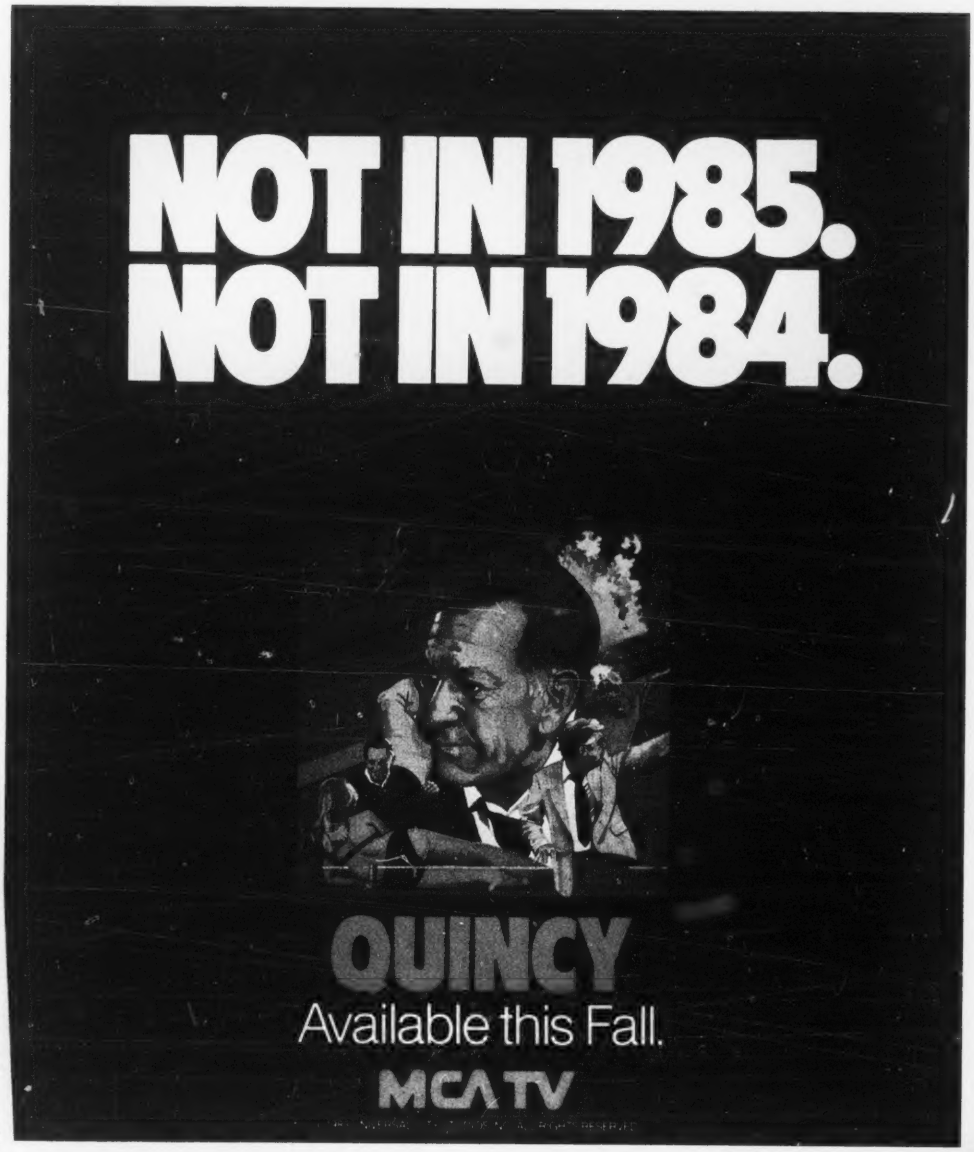

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Vol. 104 No. 6

Broadcasting▱Feb7

RAB, Texas Cable from the Lone Star state □ DBS proponent gets Prudential backing □ NTIA's Wunder resigns □ A different view of summer programing from the networks

PIECE OF THE ROCK □ United Satellite Communications acquires $45 million in capital from Prudential Insurance, which helps insure its proposed DBS launch next fall. **PAGE 31.**

TEXAS TWO-STEP □ All indications are that vendor hoedown in San Antonio was success, but issue of distant-signal rate increase sobers attendees. **PAGE 33.**

NTIA OPENING □ Bernard Wunder resigns as head of National Telecommunications and Information Administration to join private firm; David Markey seen as possible successor. **PAGE 34.**

SUMMER DOLDRUMS □ Networks look for less expensive new programing to fill summer months instead of relying exclusively on repeats. **PAGE 35.**

SPEAKES SPEAKS □ Presidential adviser says networks should cover the good news of the country. **PAGE 36.**

MONIED REVIEW □ House subcommittee casts favorable eye on proposed FCC funding but rakes FTC over coals for proposed closing of four regional offices. **PAGE 36.**

NATPE LOOK □ Upcoming convention product appears heavy with daytime and weekend programing and light in access slots. **PAGE 37.**

SUPER BOWL SNAFU □ NBC is upset by "inadvertent" switching error that resulted in unauthorized use of game feed by cable systems. **PAGE 57.**

RAB: DOING THINGS BIG, TEXAS STYLE □ Record 1,050 radio executives turn out for Radio Advertising Bureau's Managing Sales Conference. Co-op ads, leasing cable channels and new Arbitron studies among major items discussed. How-to sessions focus on promotion strategies and use of computers for greater sales profits. **PAGES 46-56.**

FOWLER REPORTS ON DEREGULATION □ FCC chairman tells New Orleans common carrier conference that communications industry will eventually be in regulation-free marketplace, but warns it can't happen overnight. **PAGE 62.**

AUSTERITY BUDGETS □ Reagan slices communications generally. FCC gains $6.3 million, barely enough to hold its ground. Only overseas broadcasting units get good fiscal treatment. **PAGE 67.**

MORE PRIME TIME ADS □ ABC-TV says it will add three commercial minutes, retaining two and giving one to affiliates. CBS expected to follow suit. NBC not sure. **PAGE 72.**

NRB: PRAISE AND APPRAISAL □ National Religious Broadcaster's Washington convention hears accolades for association's 40 years of growth. It also is afforded look at next mountains it must climb. **PAGE 75.**

KING OF THE TALK ROAD □ He's Larry King, whose insatiable curiosity and remarkable ad-libbing ability have made him must post-midnight listening on Mutual. **PAGE 103.**

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knowledge that the Super Bowl was on there," he said. "We had five complaints, but those were from people who were angry because they couldn't watch wrestling." □

Monitor

NBC goes soccer. NBC-TV announced aquisition of television rights to 1986 soccer World Cup. NBC Sports plans prime time telecast of championship game, which will take place in July 1986. Unit also plans to televise other international soccer games leading to World Cup, including 1984 European Cup and European Championships. Terms of agreement were not announced.

□

Financial aid. *Taking Advantage*, series of half-hour, weekly TV programs offering information on improving life styles through better understanding and management of personal finances, is being created by Paramount Television Domestic Distribution in association with McGraw-Hill Broadcasting Co. and McGraw-Hill's *Business Week* magazine. To be available in fall 1983, *Taking Advantage* will be anchored by TV journalists and structured in magazine format meant to offer down-to-earth financial strategies.

□

New deal. Krofft Entertainment has entered joint venture agreement with Paramount Television Production "to create and develop prime time properties for all three networks." Pact is exclusive in all prime time areas, with two half-hour sitcoms planned for immediate development. Krofft's previous productions include *Barbara Mandrell and the Mandrell Sisters* for NBC-TV and *The Donny and Marie Show* for ABC-TV.

Ratings Roundup

The second highest rated broadcast in Super Bowl history brought NBC-TV its third weekly win of the 1982-83 prime time season giving the network an average 20.5 rating and 31 share for the week ending Sunday, Jan. 30, and boosting its season-to-date average two-tenths of a point, to 15.5/25. Super Bowl XVII averaged a 48.6 rating/69 share, according to A.C. Nielsen Co., and reached a record-breaking 40,480,000 homes, or an estimated 111,500,000 viewers, according to NBC research.

CBS-TV came in second for the week, averaging a 17.3 rating/26 share while ABC-TV averaged a 16.4/25. Season-to-date ratings for those two networks remained unchanged at 18.3/29 for CBS and 16.6/26 for ABC.

NBC's Sunday-night lineup, which included a half-hour post-game show (34/48) and a special broadcast of its two-week-old series, *A Team* (26.4/39), averaged a 42.4/59.7. It knocked CBS's average for the night from its usual 22.1/34 to a 15.4/21.9 and toppled *60 Minutes*, usually the top-ranked program for the week, from its average 25.5/40 to 50th place (13.7/19). ABC, which typically scores a 15.9/25 on Sunday nights, averaged a 12.4/17.6 for its lineup of *Matt Houston* (11.1/15) and a network rerun of the movie, *Smokey and the Bandit* (14.9/22).

ABC won Monday, Tuesday, Wednesday and Saturday, while CBS won Thursday and Friday. NBC finished second on Wednesday, Thursday, Friday and Saturday. Its Saturday-night average (15.1/24.7) was for the second consecutive week several points higher than the average that NBC usually captures for Saturday. *Mama's Family*, one of two new series introduced to that night, slipped slightly, to 17/27 from its first outing at 18.6/28, but *Family Tree*, the other new Saturday-night series, grew from its opening 10.1/18 to 12.7/22. NBC announced last week yet another change in its Saturday-night lineup. *Taxi*, aired from 9:30 to 10 p.m., will go into hiatus until mid-March, to be replaced by *Teachers Only*, starting Feb. 12. *Taxi* started out the season on Thursdays from 9:30 to 10 p.m., but was moved to Saturdays on Jan. 22 after it failed to average more than a 13.3/21.

The First 20

1.	*Super Bowl Post XVII (S)*	NBC	34.0/48
2.	*Dallas*	CBS	26.8/41
3.	*A Team*	NBC	26.4/39
4.	*Dynasty*	ABC	26.3/40
5.	*Magnum, P.I.*	CBS	24.1/36
6.	*Simon & Simon*	CBS	24.0/35
7.	*Falcon Crest*	CBS	23.8/40
8.	*Love Boat*	ABC	23.7/38
9.	*M*A*S*H*	CBS	23.0/32
10.	*Hill Street Blues*	NBC	22.2/34
11.	*That's Incredible*	ABC	21.8/31
12.	*ABC Monday Night Movie:* "Malibu, Part 2"	ABC	21.0/31
13.	*Fall Guy*	ABC	20.8/30
14.	*Walt Disney:* "The Shaggy D.A., Part I"	CBS	19.9/30
15.	*Newhart (R)*	CBS	19.9/28
16.	*Knots Landing*	CBS	19.6/30
17.	*Facts of Life*	NBC	19.4/28
18.	*Real People*	NBC	19.1/29
19.	*Hope's Super Bowl Special (S)*	NBC	18.6/30
20.	*Trapper John, M.D.*	CBS	18.6/29

The Final Five

64.	*Taxi*	NBC	10.8/17
65.	*ABC Friday Night Movie:* "The Fog" (R)	ABC	10.1/16
66.	*Dem. Response-State of Union-NBC(S)*	NBC	9.2/15
67.	*Ripley's Believe It Or Not*	ABC	8.7/12
68.	*Dem. Response-Analysis-NBC (S)*	NBC	8.2/14

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Dubuque, IA	KDTH AM
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Houston, TX	KPRC AM
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Nashville, TN	WSIX AM
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Sacramento, CA	KFBK AM
Saginaw, MI	WSGW AM
Salt Lake City, UT	KALL AM
San Diego, CA	KSDO AM
Santa Barbara, CA	KTMS AM
Sauk Rapids, MN	WHMH FM
Somerset, KY	WSFC AM
Spokane, WA	KHQ AM
Statesville, NC	WSIC AM
Syracuse, NY	WSYR AM
Tampa, FL	WFLA AM
Terre Haute, IN	WTHI AM
Thousand Oaks, CA	KGOE AM
Toledo, OH	WOHO AM
Topeka, KS	WREN AM
Traverse City, MI	WTCM AM
Tucson, AZ	KTUC AM
Tulsa, OK	KELI AM
Twin Falls, ID	KEEP AM
Valdosta, GA	WVLD AM
Venice, FL	WAMR AM
Vero Beach, FL	WTTB AM
Washington, DC	WRC AM
West Palm Beach, FL	WJNO AM
Wichita, KS	KLEO AM
Williamsport, PA	WRAK AM
Wilmington, DE	WDEL AM
Winston Salem, NC	WSJS AM
Worcester, MA	WTAG AM
York, PA	WSBA AM
Youngstown, OH	WFMJ AM
Yuma, AZ	KBLU AM
Zanesville, OH	WHIZ AM

increase power to 5 kw. Ann. Jan. 28.

Accepted

- KAAY (1090 khz) Little Rock, Ark.—Seeks CP to make changes in N augmentation patterns. Ann. Jan. 28.
- KMEN (1290 khz) San Bernardino, Calif.—Seeks MP(BP-820524BK) to augment nighttime standard pattern. Ann. Jan. 24.
- WLTH (1370 khz) Gary, Ind.—Seeks modification of CP (BP-20466, as mod.) to make changes in TL (nighttime site only). Ann. Jan. 24.
- KOIL (1290 khz) Omaha, Neb.)—Seeks CP to make changes in ant. sys. and change TL. Ann. Jan. 28.
- WSFW (1110 khz) Seneca Falls, N.Y.—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. Jan. 28.
- WGOS (1070 khz) High Point, N.C.—Seeks CP to make changes in ant. sys. to decrease height of tower, and to change TL. Ann. Jan. 28.
- KLIQ (1290 khz) Portland, Ore.—Seeks MP (BP-20415, as mod.) to make changes in facilities. Ann. Jan. 24.

FM applications

Accepted

- KCAW (104.7 mhz) Sitka, Alaska—Seeks CP to change type trans.; change type ant.; change ERP to 4.29 kw and change TPO. Ann. Jan. 28.
- KDES-FM (104.7 mhz) Palm Springs, Calif.—Seeks CP to install aux. ant.; to be operated on ERP of 92 w; change HAAT to 521 ft. and change TPO. Ann. Jan. 27.
- WHCN (105.9 mhz) Hartford, Conn.—Seeks CP to change type aux. ant.; increase ERP to 3.0 kw; increase HAAT to 836 ft. and change TPO. Ann. Jan. 27.
- WMMK (92.1 mhz) Destin, Fla.—Seeks modification of CP (BPH-790525AG) to change TL; increase HAAT to 285 ft. and make changes in ant. sys. Ann. Jan. 27.
- KHPR (88.1 mhz) Honolulu—Seeks CP to change SL; change type ant.; decrease ERP to 25 kw; increase HAAT to 2,091 ft. and change TPO. Ann. Jan. 28.
- KULA (92.3 mhz) Waipahu, Hawaii—Seeks CP to change ERP to 100 kw (H) and 99.8 kw (V); decrease HAAT to 1950 ft. and change TPO. Ann. Jan. 27.

BPWEST

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Broadcast Brokers

Specializing in stations located in the 13 western states.

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221 First Avenue West/Suite 420
Seattle, Washington 98119
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William L. Simpson
Craig Simpson

◆

Broadcast Properties West of San Francisco, Inc.
1255 Post Street/Suite 625
San Francisco, California 94109
(415) 441-3377
Chester P. Coleman

◆

Broadcast Properties Southwest
1667 South Mission Road/Suite C
Fallbrook, California 92028
(619) 728-8018
Charles R. Kinney

- WRIK (98.3 mhz) Metropolis, Ill.—Seeks modification of CP (BPH-800516AB) as mod. to decrease ERP to 1.32 kw; increase HAAT to 456 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 27.
- WSEI (92.9 mhz) Olney, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 500 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 25.
- WSRX (88.5 mhz) Allendale, Mich.—Seeks CP to change TL; change ERP to 137 w; change HAAT to 135 ft. and make changes in ant. sys. Ann. Jan. 26.
- WSUS (102.3 mhz) Franklin, N.J.—Seeks CP to change ERP to 521 w; decrease HAAT: to 745 ft. and change TPO. Ann. Jan. 27.
- KFLQ (91.5 mhz) Albuquerque, N.M.—Seeks modification of CP (BPED-820217AU) to make changes in ant. sys; decrease HAAT to 4058 ft. and change TPO. Ann. Jan. 27.
- WHCB (91.5 mhz) Bristol, Tenn.—Seeks modification of CP (BPED-811030AD) to make changes in ant. sys.; change TL; decrease ERP to 1.55 kw; increase HAAT to 2,310 ft. and change TPO. Ann. Jan. 27.
- WBGY-FM (93.3 mhz) Tullahoma, Tenn.—Seeks modification of CP (BPH-820128AG) to increase HAAT to 986 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 27.
- KELA-FM (102.9 mhz) Centralia, Wash.—Seeks CP to change TL; change ERP to 100 kw (H); -40 kw (V); change HAAT to 1,057 ft. and make changes in ant. sys. ann. Jan. 27.

TV applications

Accepted

- WDPB (ch. 64) Seaford, Del.—Seeks CP to change ERP to 19 kw vis., 1.91 kw aur. and change TL. Ann. Jan. 27.
- WSKG-TV (ch. 46) Binghamton, N.Y.—Seeks CP to change ERP to 500 kw vis., 50 kw aur.; change HAAT to 1,230 ft. Ann. Jan. 26.

AM actions

- KFLR (1230 khz) Phoenix—Granted CP to make changes in ant. sys. (increase D radiation efficiency). Action Jan. 19.
- KTUC (1400 khz) Tucson, Ariz.—Granted CP to change TL. Action Jan. 13.
- KTJS (1420 khz) Hobart, Okla.—Granted CP to change TL; request waiver of section 73.1125 of the rules. Action Jan. 19.
- WLAC (1510 khz) Nashville, Tenn.—Granted CP to make changes in ant. sys. Action Jan. 14.

FM action

- KIEE (100.7 mhz) Harrisonville, Mo.—Granted modification of CP (BPH-801203AK) to increase HAAT to 834 ft.; major environmental action under section 1.1305. Action Jan. 17.

TV actions

- WCIU-TV (ch. 26) Chicago—Granted CP to change ERP to 2,000 kw vis. and 200 kw aur. Action Jan. 18.
- WRWR-TV (ch. 30) San Juan, P.R.—Granted MP (BPCT-800328KF) to relocate main studio outside city limits of San Juan. Action Jan. 17.

In contest

Procedural ruling

- Carthage, Tex. **FM proceeding** (K-106 Inc. and East Delta Communications Inc.)—ALJ Frederic J. Coufal granted joint request by applicants; approved agreement authorized reimbursement to East Delta in amount of $50,000; dismissed with prejudice East Delta's application; granted application of K-106 and terminated proceeding (BC Doc. 82-97-98). Action Jan. 3.

Call letters

Grants

Call	*Assigned to*
	Existing FM's
WMJJ	WQEZ Birmingham, Ala
KWSS	KFAT Gilroy, Calif
WOOJ-FM	WSWF-FM Lehigh Acres, Fla
WIQI	WJYW Tampa, Fla
WRBQ-FM	WRBQ Tampa, Fla
WWET	WVTL Monticello, Ind
WYST-FM	WYST Baltimore
WINQ	WXYW Winchendon, Mass.
KQRS	KQRS-FM Golden Valley, Minn
WZXQ	WDGM Canton, Miss.
WQNY	WEIV Ithaca, N.Y.
WKXZ	WCHN-FM Norwich, N.Y.
KRCK	KLLB Portland, Ore.
WMGZ-FM	WMGZ Sharpesville, Pa
KRBE-FM	KRBE Houston
WRKR-FM	WRKR Racine, Wis.
	Existing TV
WINT-TV	WCPT-TV Crossville, Tenn.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

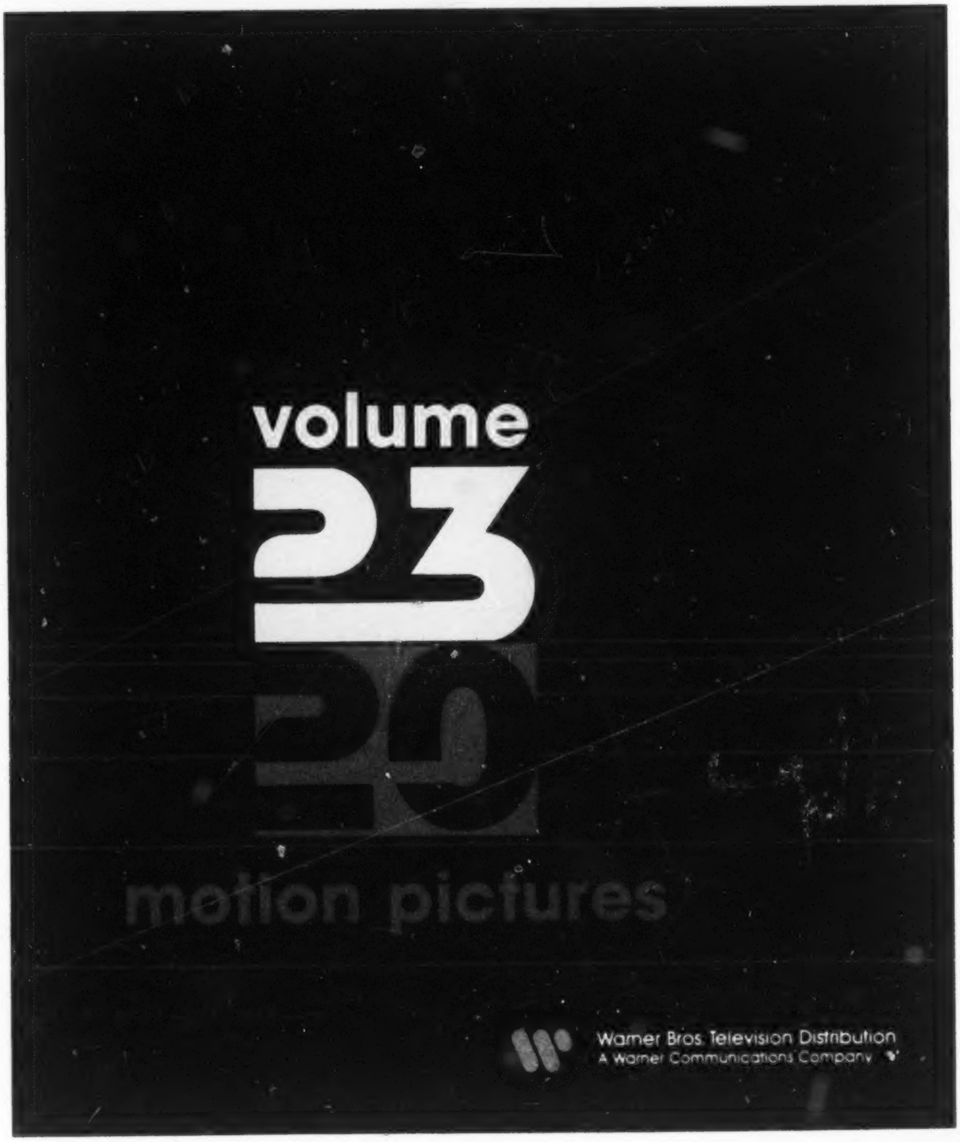
**Special temporary authorization*

***Includes off-air licenses*

The Fifth Estate

C1750-1 2/15/83

Broadcasting Feb 14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23
20
motion pictures
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52d Year 1983

Sales surge in first quarter
Winds of War gale force
for ABC □ At Large
with Jack Valenti

BEST AVAILABLE COPY

Vol. 104 No. 7

Broadcasting Feb 14

Sales looking upbeat for first quarter □ 'Winds' blows away the competition for ABC □ Ad hoc proposal □ RKO stations up for grabs

SUPER SALES □ First-quarter sales picture is looking very good for broadcasters with network and spot running at increases of between 10% and 14%. **PAGE 35.**

HERE COME THE AD HOCS □ Tribune, Taft, Gaylord and Chris-Craft get together to form venture that will present once-a-week, prime time programing. **PAGE 36.**

FINANCIAL INTEREST COMPROMISE □ Momentum at the FCC seems to be swinging in direction of compromise, while opposing sides in issue claim victory with comments already filed. **PAGE 37.**

STRONG WINDS □ Although critical acclaim is not universal, the early numbers for ABC's epic mini-series show it is demolishing the competition. **PAGE 36.**

RKO IN THE COLD □ FCC opens RKO General's 13 licenses to competing applications. Their estimated worth is $200 million. **PAGE 38.**

CLEARING DECKS □ UPI dismisses management personnel in New York, while adding more reporters in the field. **PAGE 39.**

CONTEMPTIBLE □ New Orleans judge cites CBS for contempt in *60 Minutes* episode involving policemen. **PAGE 40.**

FRANKLY FRANK □ Massachusetts representative introduces bill that would make all distant signals imported by cable systems subject to full copyright liability. **PAGE 42.**

VALENTI AT LARGE □ Motion Picture Association of America President Jack Valenti is becoming a major figure in Washington as broadcasters and cablecasters are finding these days. He is armed with strong opinions on VCR and cable copyright liability and the FCC's proposal to eliminate the syndication and financial interest rules. **PAGE 60.**

BLAME FOR PROGRAMING ILLS □ Norman Lear says network preoccupation with ratings stifles innovation. Filmmaker Wiseman and producer Cook criticize public broadcast sector for funding and bureaucratic mistakes. **PAGE 69.**

WHITE HOUSE LUNCHES □ President Reagan drops in on several news briefings held for different sets of local reporters. **PAGE 72.**

CBS PROFITS DROP 31% □ Earnings of $112.5 million for 1982 reported. Bright spot is record year that television stations group posted. **PAGE 76.**

TECHNICAL HASTE MAKES WASTE □ That was recurring admonition to SMPTE San Francisco by speakers urging comprehensive research before any standards are set for new technologies. **PAGE 82.**

NO CLUBS FOR CHILDREN'S TV □ Fowler restates position that FCC does not, and will not, require broadcasters to air fare specifically targeted for children. **PAGE 85.**

ALAN SLOAN, PATHFINDER □ Comworld president is leading his young company through the jungles of Hollywood with an eye to new cost-saving techniques. **PAGE 111.**

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Ratings Roundup

Week 19 of the 1982-83 prime time season went solidly to ABC-TV, which captured its largest weekly audience this season aided by the opening night of its 18-hour mini-series, ***Winds of War***, the season's highest rated entertainment program. The week ending Sunday, Feb. 6, was also NBC-TV's highest rated of the season, thanks in part to its rebroadcast of the 12-hour mini-series, ***Shogun***. The week in which Nielsen and Arbitron opened their February local ratings sweeps also saw the three networks capture their largest combined audience, averaging a 56.3 rating and 83 share.

ABC-TV finished the week with a 21.2 rating/31 share, nearly three points ahead of CBS-TV (18.5/27) and nearly five points ahead of NBC-TV (16.6/25). Part one of ***Winds of War***, which averaged a 31.9 rating/53 share (see story, "Top of the Week") and four nights in which ABC averaged higher ratings than usual in prime time, helped edge the network's season-to-date average up two-tenths of a point, from a 16.6/26 the week before to a 16.8/27 in week 19.

Part one of ***Winds*** and a run-over of ABC-TV's broadcast of the National Football League's AFC-NFC Pro Bowl (20.2/32) brought ABC-TV an average 34.2 rating/47.6 share on Sunday—double the ratings the network usually scores on that night. CBS-TV, down about five points from its typical Sunday-night performance at 17.1/23.8, aired the film, "Any Which Way You Can," (14.7/20) opposite ***Winds***, while NBC-TV, which averaged a 15.6/21.3 for the night, aired a made-for-TV movie, ***The Kid with the 200 I.Q.***, (18.1/24). ***The Winds of Whoopee***, a one-hour Steve Martin comedy special following the NBC-TV movie, averaged a 12.8 rating/18 share.

ABC won Monday, Wednesday, Friday and Saturday nights, while CBS-TV won Tuesday, Thursday and Friday.

The First 20

1.	***Winds of War*** (Part I) ***(S)***	ABC	39.1/53
2.	***Magnum, P.I.***	CBS	25.8/37
3.	***60 Minutes***	CBS	25.4/36
4.	***Dynasty***	ABC	24.3/37
5.	***Dallas***	CBS	24.0/36
6.	***Love Boat***	ABC	23.7/37
7.	***M*A*S*H (R)***	CBS	22.6/32
8.	***Fall Guy***	ABC	21.4/30
9.	***ABC Monday Night Movie:*** "Confessions of a Married Man"	ABC	20.7/31
10.	***Simon & Simon***	CBS	20.7/30
11.	***Newhart (N)***	CBS	20.7/29
12.	***That's Incredible***	ABC	20.6/30
13.	***ABC's Wide World of Sports*** (Sun. 7-7:41 p.m.)	ABC	20.2/32
14.	***Falcon Crest***	CBS	20.1/32
15.	***Shogun*** (Part I) ***(S)***	NBC	19.6/29
16.	***Hill Street Blues***	NBC	19.3/31
17.	***Hallmark Hall of Fame:*** "Thursday's Child" ***(S)***	CBS	19.3/30
18.	***Dukes of Hazzard***	CBS	19.2/30
19.	***Shogun*** (Part II) ***(R) (S)***	NBC	18.9/28
20.	***Hart to Hart***	ABC	18.4/30

The Final Five

52.	***Steve Martin Special: The Winds of Whoopee***	NBC	12.8/18
53.	***Square Pegs (N)***	CBS	12.3/19
53.	***St. Elsewhere (R) (N)***	NBC	11.8/19
54.	***Taxi (N)***	NBC	10.7/16
55.	***Family Tree (N)***	NBC	8.7/14

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Ownwership changes

Applications

Earl Park and Fowler, both Indiana **FM proceeding** (Sandra Sue and Francis E. Hertel and Benton County Broadcasting Co.)—ALJ Joseph Stirmer granted applicants' joint request seeking approval of agreement; authorized reimbursement to Benton County in amount up to maximum to $14,000; dismissed application of Benton County with prejudice; granted Hertel's application for facilities at Earl Park, Ind., and terminated proceeding (BC Doc. 82-407-408). Action Jan. 24.

■ Sandpoint, Idaho, and Whitefish, Mont. **AM proceeding** (Bauer Broadcasting Co. [KSPT] and Bee Broadcasting Inc. [KJJR]) —ALJ Joseph Stirmer by two seperate actions, granted motion by Bee Broadcasting for summary decision and resolved air hazard issue in its favor; granted applicants' joint request for approval of agreement; authorized reimbursement in amount of $7,500 to Bauer; dismissed Bauer's application with prejudice; granted Bee Broadcasting's application, and terminated proceeding. (BC Doc. 82-724-5). Action Jan. 24.

■ Ponce, P.R. **TV proceeding** (Interamerican Broadcasting Co. and Amilcar Gandia)—ALJ Joseph Chachkin by two separate actions, cancelled prehearing for Feb. 4 and hearing for March 4, granted joint request for approval of settlement agreement; dismissed Gandia's application with prejudice; approved $4,000 reimbursement to Gandia; granted Interamerican's application for new TV and terminated proceeding. (BC Doc. 82-802-803). Action Jan. 18.

FCC actions

FCC designated for hearing license renewal applications of four commonly owned Georgia radio stations —WTJH(AM) East Point; WJIZ(FM) Albany; WMJM(AM)-WFAV(FM) Cordele. Action Jan. 27.

■ FCC ALJ Joseph Chachkin granted application of Way of the Cross Outreach Inc. for new TV on ch. 62 at Lexington, Ky., and denied competing application of FBC Inc. ALJ credited WOC with slight media diversification preference and substantial preference for integration of ownership into daily management of proposed station.

■ FCC ALJ Walter C. Miller in initial decision granted application of WKKQ Inc., licensee of WKKQ(AM) Hibbing, Minn., to change station's frequency from 6100 khz to 1080 khz, increase power from 5 to 10 kw, and change from daytime-only operation to fulltime operation.

Legal action

■ U.S. Court of Appeals for District of Columbia Circuit set aside FCC decision denying application of KCST-TV Inc., licensee of KCST-TV San Diego, for waiver of network nonduplication rules and remanded case to FCC for further proceedings.

Cable

■ FCC Mass Media Bureau granted Brunswick Cable Communications Associates, Brunswick, Ohio, petition for special relief requesting 5% franchise fee. Action Jan. 28.

Call letters

Applications

Call	*Sought by*
	New AM's
KGWB	Gospel West Broadcasting Inc., West Richland, Wash.
	New FM's
KDNK	Carbondale Community Access Radio Inc., Carbondale, Colo.
WIQQ	The River Broadcasting Inc., Leland, Miss.
KBMV-FM	Jack G. Hunt, Birch Tree, Mo.
KLSK	Siesta Communications Corp., Santa Fe, N.M.
WYXZ	Good-Radio Broadcasting Inc., Allendale, S.C.
KFFR	Freeway Broadcasting, Inc., Hooks, Tex.
KYCX	Summit Broadcasting Associates Inc., Mexia, Tex.
KVNE	Educational Radio Foundation of East Texas Inc., Tyler, Tex.
	New TV's
WTXT	Community Service Broadcasting, Huntsville, Ala.
WDKY-TV	KRobert L. Bertram, Danville, Ky.
WDBD	Jackson Family Television Inc., Jackson, Miss.
	Existing AM's
KNWZ	KEZY Anaheim, Calif.
WNYS	WWOL Buffalo, N.Y.
WSNI	WRCP Philadelphia
WPUB	WCCG Camden, S.C.
WPJS	WORG Orangeburg, S.C.
WPJM	WLIC Adamsville, Tenn.
	Existing FM's
WAVE-FM	WSRZ Sarasota, Fla.
WZPL	WIKS Greenfield, Ind.
WLQI	WJCK Rensselaer, Ind.
KGLS	KWLS-FM Pratt, Kan.
WHTT	WEEI-FM Boston
WGHN-FM	WFMG Grand Haven, Mich.
WEOZ	WYSS Sagertown, Pa.
KXZL	KVAR San Antonio, Tex.
KVTI	KPEC-FM Tacoma, Wash.
WSEY	WVLR Sauk City, Wis.
	Existing TV's
KJUD	KINY-TV Juneau, Alaska
KELP	KEHB-TV El Paso, Tex.
WSBN-TV	WSVN-TV Norton, Va.

Grants

Call	*Assigned to*
	New AM
KHSP	Hesperia Valley Broadcasting Inc., Hesperia, Calif.
	New FM's
KTEI	Pa-joy Broadcasters, Piggott, Ark.
KRZA	Equal Representation of Media Advocacy Corp., Alamosa, Colo.
WIKX	Umberber Communications Inc., Immokalee, Fla.
WMVV	Mount Vernon Baptist Church of Henry County Inc., McDonough, Ga.
KJLY	Minn-Iowa Christian Broadcasting Inc., Blue Earth, Minn.
KOLV	Olivia Broadcasting Co., Olivia, Minn.
WMAH-FM	Mississippi Authority for Educational Television, Biloxi, Miss.
WMAE-FM	Miss. Authority for Educational TV, Booneville, Miss.
WMAU-FM	Miss. Authority for Educational TV, Bude, Miss.
WMAO-FM	Miss. Authority for Educational TV, Greenwood, Miss.
WMAA-FM	Miss. Authority for Educational TV, Jackson, Miss.
WMAW-FM	Miss. Authority for Educational TV, Meridian, Miss.
WMAV-FM	Miss. Authority for Educational TV, Oxford, Miss.
KBRB-GM	K.B.R. Broadcasting Co., Ainsworth, Neb.
KNMQ	Mesa Grande Broadcasting Co., Santa Fe, N.M.
WBJX	Sonrise Broadcasting Corp., Goose Creek, S.C.
KPSO-FM	Brooks Broadcasting Corp., Falfurrias, Tex.
KMFM	Latin Broadcasting Co., Premont, Tex.
WBII	Marantha Baptist Bible College Inc., Watertown, Wis.
KGWY	Quality Communications Inc., Gillette, Wyo.
	New TV's
KRCB-TV	Rural California Broadcasting Corp., Cotati, Calif.
KWHP	Sterling Associates Led., Boise, Idaho
WNKJ-TV	[illegible]xa Communications Inc., Hopkinsville, Ky.
WMTJ	[illegible] G. Mendez Educational Foundation, Fa[illegible] P.R.
WWIA-TV	Gos[illegible]roadcasting, San German, P.R.
KCKU	Sunrise Broadcasting Inc., Tyler, Tex.
	Existing AM's
WAGG	WENN Birmingham, Ala.
KOOL	KARZ Phoenix
WJBU	WJOE Port St. Joe, Fla.
WAKM	WTJT Franklin, Tenn.
KFMN	KBER Abilene, Tex.
KQQQ	KNOI Pullman, Wash.
	Existing FM's
WEGN-FM	WTII Evergreen, Ala.
KEZL	KJFM Oceanside, Calif.
WJSTY	WGCV Port St. Joe, Fla.
WSEX	WTCO Arlington Heights, Ill.
WXMG	WRBR South Bend, Ind.
KLFQ	KKAT Lyons, Kan.
WLYT	WHAV-FM Haverhill, Mass.
WGVC-FM	WSRX Allendale, Mich.
WAVC	WGGR Duluth, Minn.
WAYL	WAYL-FM Minneapolis
KSNR	KOSN-FM Thief River Falls, Minn.
KBOZ-FM	KBZN Bozeman, Mont.
WLLT	WYYS Fairfield, Ohio
WHYY-FM	WUHY Philadelphia
KFMN-FM	KFMN Abilene, Tex.
KQQQ-FM	KQQQ Pullman, Wash.
KAOC-FM	KGUL-FM Port Lavaca, Tex.
	Existing TV's
WXFL	WFLA-TV Tampa, Fla.
KQOL-TV	KGPC Lawton, Okla.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

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Vol. 104 No. 9

Broadcasting Feb 28

Turner talking merger ☐ 'M*A*S*H' folds its tents after 11 years ☐ Entertainment Channel to go dark on March 31 ☐ Broadcasters, cablecasters set for United States Football League debut

TAPS ☐ Farewell episode of *M*A*S*H*, after 11-year run on CBS, expected to be highest-rated entertainment program of all time. **PAGE 39.**

GONE FISHING ☐ Atlanta media baron Ted Turner discusses merger and buy-out possibilities with three networks and Metromedia. **PAGE 40.**

NEW GAME IN TOWN ☐ If all goes as planned, fledgling United States Football League will mean millions of dollars in revenue for broadcasting and cable networks. BROADCASTING looks at each team and its rights holders **PAGE 41.**

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DAY IN COURT ☐ In ruling on KCET(TV) Los Angeles case, Supreme Court says says FCC is not required to see that broadcasters make "special effort" to serve hearing impaired. **PAGE 70.**

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HARD TO SWALLOW ☐ Networks challenge *Reader's Digest* claims of erosion of Tulsa, Okla., prime time television share. **PAGE 99.**

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Special Report

BASEBALL
1983

Pay television spurs 29% increase in baseball rights

In large part due to the proliferation of regional pay TV contracts in major league baseball, the total money paid for the rights to carry games in 1983 will jump to $152,710,000, up 29% from last year's $118,350,000.

At the team level, where all of the pay cable deals come into play (the only cable contract let by baseball is to the advertiser-supported USA Network), this year's rights total is $94,710,000, up almost 46% from the $65 million paid in 1982.

National broadcast and cable networks, all of which are currently in the last year of multiyear pacts with baseball, will pay a total of $58 million for the rights to games in 1983, up 8.6% from last year's figure of $53.4 million. NBC-TV is in its fourth year and ABC-TV the fifth of contracts under which they will pay an estimated $200 million for TV rights through the end of the upcoming season. This year, NBC is understood to be paying about $28.5 million and ABC $26 million. Negotiations for 1984 and beyond are ongoing. CBS-TV has talked with the league about getting a piece of future baseball action. Reports circulated last week that the league was asking for $1 billion for its network television contracts over the next five years (1984-1988) and that NBC had already agreed to pay $500 million to renew its contract and was also prepared to shell out the entire $1 billion if ABC were to decline its renewal option, provided that CBS decides not to bid on it.

CBS Radio is said to paying about the

same amount that it did last year for a similar game package in 1983, which includes the 50th anniversary All-Star Game, July 31; playoffs, Oct. 4-9 (which may be expanded to best-of-seven series, if the players' association approves a recent proposal by Commissioner Bowie Kuhn), and the World Series, currently scheduled to start Oct. 11. CBS Radio will face some serious competition from at least two other networks for the next major league radio contract—ABC Radio and Mutual Broadcasting System. Shelby Whitfield, executive producer and director of sports programing, ABC Radio Networks, told BROADCASTING last week that he has had "preliminary talks" with baseball's negotiating committee concerning a future long-term contract. John Chanin, vice president, sports, Mutual, was so confident last week of his network's proposal to the leagues that he said: "We will probably have the winning bid."

The USA Cable Network is entering its second year of a two-year rights contract, and is believed to be paying about $1.5 million. It will cablecast between 40 and 45 regular season games, primarily on Thursday nights during prime time. On most game nights, the network provides doubleheader coverage, an East Coast game followed by a West Coast game. ESPN will bid against USA in upcoming talks for a new national cable contract with the leagues.

So far, half of the 26 major league clubs have negotiated a pay TV deal that will be in operation this year. Most of the others are still examining their options, if not for 1983, certainly for 1984.

And while some view the pay TV medium simply as a marketing tool to promote baseball, the profit potential is considered enormous. The Yankees, for example, are reportedly being paid close to $5 million per year over 15 years by Sportschannel, a New York-area pay sports service. The Texas Rangers have recently concluded a five-year deal with Warner Amex's Home Sports Entertainment valued at between $10 million and $15 million.

A national pay sports service, as envisioned by Chicago White Sox President Eddie Einhorn and cable consultant Bob Schmidt in the form of Super Sports Network, may be a bit ahead of its time. A check with the teams about planned participation indicated that SSN will probably not get off to a grand start in 1983, if at all, unless it pursues sports other than baseball. Of the 23 eligible teams (those seen on the three superstations, Atlanta Braves, Chicago Cubs and New York Mets, were not invited to participate, and said they had declined anyway), 14 said they would probably not participate this year. Reasons cited included existing contracts that barred participation and concerns with the technical operation of SSN.

At press time, only the three teams in the venture, the White Sox, Detroit Tigers and Milwaukee Brewers, and the San Diego Padres were committed to participation in SSN this year. The Cincinnati Reds, Philadelphia Phillies and the Seattle Mariners are still studying the proposal, as are the California Angels.

Most of those polled, however, seemed interested in the proposal, with an eye toward keeping tabs on SSN's progress and perhaps signing up within the next few years if the venture takes off.

Michael Schreter, vice president, treasurer and secretary, Golden West Broadcasters, which owns the California Angels, said he was not surprised that so many teams turned down the SSN proposal, at least for 1983. "It's a new concept," he said, which warrants a lot of thought on the part of club owners, especially considering the five-year commitment that SSN is attempting to elicit from participating teams. But, he added, "it's a definite way to go," and might be particularly attractive to teams that have no other pay TV deal in the works.

Schreter noted that the time zone problem confronts West Coast teams. And because that problem has to be dealt with first, he said, "I'd be surprised if any West Coast team committed to SSN this year."

Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING.

1974	**$43,245,000**
1975	**44,495,000**
1976	**50,820,000**
1977	**52,110,000**
1978	**52,510,000**
1979	**54,500,000**
1980	**80,275,000**
1981	**89,525,000**
1982	**118,350,000**
1983	**153,610,000**

Mike Fetchko, an attorney with the Cleveland Indians in charge of broadcasting and cable, said that his team would not participate because "current contracts have to be protected." But he also said that the SSN concept was "very exciting and enticing. It's baseball running baseball."

The Dodgers' Dave Vanderwalker said existing STV and broadcast contracts precluded his team's participation in SSN for another two years. But, like Schreter and Fetchko, he offered that for a team without conflicting contractual obligations, "I can see where SSN would be very beneficial."

Although Group W Satellite Communications is not yet prepared to discuss details, that company appears on the verge of getting into the pay sports business in a big way. It's understood that the four transponders GWSC has reserved on Hughes' Galaxy satellite will be used to tie together a series of regional sports networks which would include a number of professional baseball games.

A look at network programing plans, advertising rates and major sponsors for the coming season follows:

ABC has the rights to the World Series this year, as well as *Monday Night Baseball* and three Sunday afternoon games. The rate card has not been set yet for the World Series, but the price of a 30-second spot will probably be $210,000, according to Larre Barrett, director of sports sales for the ABC Television Network. That compares with the $185,000 per 30-second charged by NBC last year.

Second quarter 30-second spots during *Monday Night Baseball* will be $70,000 and third-quarter spots are priced at $60,000. Sunday afternoon 30's will cost $22,000.

The only major sponsor signed at press time was Miller Beer (through Backer & Spielvogel), which will have the exclusive beer spots for all the Monday night and World Series games this year. Chevrolet and G.M. Parts are negotiating for sponsorships, where they would purchase 60 seconds of advertising per game throughout the season.

The network will present 12 consecutive Monday night games this season beginning June 6, while the World Series is slated to start Tuesday Oct. 11, if the playoff structure is not expanded to a best-of-seven series.

NBC will carry 29 *Game of the Week* telecasts over 26 Saturdays (three doubleheaders), the All-Star Game on Wednesday, July 6, and the American and National League Championship Series, scheduled at this point to begin Tuesday, October 4. NBC also has two prime time dates, Aug. 9 and Sept. 6.

Saturday afternoon 30's are priced at $33,500 (up from $32,000 last year) and the two prime time games will cost $62,500. NBC is charging $180,000 for the All-Star 30's this year, up from the $150,000 that ABC charged last year. Two years ago NBC charged $135,000 for its All-Star spots.

Prime time playoff 30's this year cost $122,500 (up from $110,000), while comparable weekend spots are priced at $70,000 (up from $55,000) and weekday playoff 30's will go for $40,000 (up from $27,500).

NBC baseball sponsors this year include Ford, Miller, Honda Motorcycles, Gillette, Kentucky Fried Chicken, IBM, Michelin Tire, Borden's, Sony, Budget rent-a-car, Ramada Inns, Delco, Ryder trucks, Polaroid and Goodyear. The second quarter is 70% sold out and the third quarter is 60% sold out.

CBS Radio will offer the All-Star game, league playoffs and World Series, and will again sell advertising for the entire package. It's understood that the price of one spot running through the entire package of games tracks roughly the price of one 30-second World Series TV spot, which is expected to be $210,000 this year.

CBS Radio baseball advertisers this year include Anheuser-Busch, Big A auto parts, Airborne, Dap and Ramada Inns.

In addition to the games themselves, CBS Radio will again offer a host of baseball-related features, such as a baseball preview series of 14-minute reports by Curt Gowdy, March 28-April 1.

The USA Cable Network has priced 30-second baseball spots for its package of 40 to 45 regular season games at $3,000. Sponsors include Miller, Anheuser-Busch, Dura-

Story continues on page 58.

AMERICAN LEAGUE EAST

Team	*1983 rights*	*1982 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holders*
Baltimore Orioles	$ 3,050,000	$1,750,000	WMAR-TV 6	WFBR 60	WMAR-TV holds TV rights; WFBR holds radio rights; Super TV holds STV rights.
Boston Red Sox	3,200,000	2,700,000	WSBK-TV 4	WPLM 73	WSBK-TV holds TV rights; WPLM holds radio rights.
Cleveland Indians	3,400,000	2,000,000	WUAB	WWWE 40	WUAB holds TV rights; WWWE holds radio rights; Season Ticket holds pay-cable rights.
Detroit Tigers	2,000,000	1,700,000	WDIV-TV 4	WJR 35	WDIV-TV holds TV rights; WJR holds radio rights; negotiations ongoing for STV rights.
Milwaukee Brewers	2,700,000	800,000	WVTV 7	WTMJ 72	Brewers retain radio and cable rights; WVTV retains TV rights.
New York Yankees	11,500,000	6,500,000	WPIX 8	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.
Toronto Blue Jays	4,400,000	4,000,000	CTV-TV	CJCL 31	Labatt Breweries oc Canada holds TV rights; Telemedia Broadcast Services holds TV rights.

AMERICAN LEAGUE WEST

Team	*1983 rights*	*1982 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holders*
California Angels	4,000,000	1,100,000	KTLA	KMPC English 15 Spanish 4	Golden West Broadcasters (KTLA and KMPC) has partnership arrangement with Angels for broadcast rights, including Spanish-language radio this year; ON TV has STV rights (KBSC-TV Los Angeles).
Chicago White Sox	3,400,000	2,000,000	WFLD-TV 2	WMAQ 14	White Sox retain all broadcast and cable rights, having partnership arrangement with originators involved.
Kansas City Royals	1,300,000	1,000,000	WDAF-TV 18	WIBW 110	WDAF-TV holds TV rights; Stauffer Communications (WIBW) holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KSMP-TV 1	WCCO 30	Midwest Radio-TV Inc. holds broadcast rights; Twins and Home Entertainment Network hold STV rights (KTMA-TV Minneapolis).
Oakland A's	1,450,000	1,300,000	KHBK 3	KSFO 14	KBHK holds TV rights in partnership with A's; KSFO holds radio rights; Negotiations ongoing for Spanish-language coverage in U.S. and Mexico.
Seattle Mariners	1,200,000	1,000,000	KSTW 3	KVI 20	KSTW holds TV rights; KVI holds radio rights.
Texas Rangers	5,500,000	2,800,000	KXAS-TV 15	WBAP 14	Rangers retain broadcast rights with sales managed by Texas Rangers Baseball Network; Home Sports Entertainment holds pay-cable rights (Warner Amex).

NATIONAL LEAGUE EAST

Team	*1983 rights*	*1982 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holders*
Chicago Cubs	3,000,000	1,950,00	WGN-TV 20	WGN 26	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,300,000	8,100,000	CBC-TV English 41 French 18	CFCF 38 CKAC 40	Carling-O'Keefe holds TV rights; CFCF holds English-language radio rights; CKAC holds French-language radio rights.
New York Mets	10,500,000	4,250,000	WOR-TV	WHN 25	WOR-TV has partnership arrangements with Mets; Mets retain radio rights; Sportschannel holds pay-cable rights.
Philadelphia Phillies	7,000,000	6,500,000	WTAF-TV	WCAU 26	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.
Pittsburgh Pirates	2,160,000	1,800,000	KDKA-TV 4	KDKA 36	Group W (KDKA-AM-TV) is broadcast rights holder; Home Sports Entertainment Network (Warner Amex) holds pay-cable rights.
St. Louis Cardinals	1,700,000	1,500,000	KSDK 14	KMOX 100-plus	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Team	*1983 rights*	*1982 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holders*
Atlanta Braves	2,000,000	1,600,000	WTBS	WSB 70	WTBS is TV rights holder under agreement with commonly owned Braves. Braves retain radio rights.
Cincinnati Reds	2,100,000	1,900,000	WLWT 11	WLW 117	WLWT holds TV rights; Reds retain radio and cable rights.
Houston Astros	3,100,000	2,000,000	KXTH 12	KRBE 40	Astros retain TV and radio rights. Home Sports Entertainment (Warner Amex) holds pay-cable rights.
Los Angeles Dodgers	3,100,000	2,750,000	KTTV	KABC 28 KTNQ Spanish 2	Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON TV has STV rights (KSBC-TV Los Angeles).
San Diego Padres	2,400,000	1,200,000	KCST-TV	KFMB XEXX 33	KCST-TV holds TV rights; KFMB holds radio rights (English), and XEXX holds Spanish-language radio rights.
San Francisco Giants	2,000,000	1,000,000	KTVU	KNBR	KTVU holds TV rights; KNBR holds radio rights. KOFY will originate Spanish-language rights.

AL total	**$48,350,000**	**$29,400,000**
NL total	**$46,360,000**	**$35,550,000**
Majors total	**$94,710,000**	**$64,950,000**

Not included in the table are network payments for nationally televised games that total about $58 million. NBC is understood to be paying $28.5 million; ABC, $26 million, CBS Radio, $2 million, and USA Network, $1.5 million, for 1983 baseball rights.

cell and Phillips Petroleum. The network currently reaches over 15 million cable subscribers through 3,000 affiliates.

A team-by-team breakdown follows:

Baltimore Orioles

WFBR(AM) is entering its first year of a four-year agreement with the baseball club amounting to a figure that is three times higher than the previous four-year package, according to Harry Shriver, president and general manager of the station. Sponsors include Chevrolet, Kelly Springfield Tires, Maryland National Bank and Carquest Auto Parts. Shriver expects two-thirds of the broadcast schedule to be sold out by the beginning of the season.

As for television, WMAR(TV) is beginning its first year of a new two-year deal. There are no pay-cable rights but McLean, Va.-based Super TV has negotiated a new two-year contract for STV rights for 16 home games to be televised in Baltimore over local STV outlet WNUV(TV), and in Washington on WCQR(TV). Super TV had televised some Oriole games last season.

There will be a separate announcing staff for both radio and television. The Oriole organization recently signed former Boston Red Sox announcer Jon Miller to handle on-air radio play-by-play coverage with Tom Marr while veteran Oriole announcer Chuck Thompson will do play-by-play for television along with color commentator Brooks Robinson.

Boston Red Sox

Pay-cable is on the horizon for the Red Sox, but a definite starting date has not been set. The baseball club, the Boston Bruins and WSBK-TV have formed a partnership called the New England Sports Network to offer on pay-cable both games of the Bruins and the Red Sox. "It definitely won't go this year, perhaps next year," reports Stu Tauber, general sales manager of WSBK-TV. The TV station has entered into a new three-year contract with the Red Sox covering 105 games. Tauber says business is fairly brisk and major positions have been sold to Anheuser-Busch, Toyota and Gulf Oil.

Cleveland Indians

The Indians' television rights holder, WUAB(TV), enters the 1983 baseball season with a new three-year contract providing for the annual coverage of 50 away contests. Radio rights holder WWWE(AM) has a contract extending through 1985 and this year will carry all 162 regular season games (as do most radio originators) and 11 pre-season games. Ted Stepien, owner of the National Basketball Association Cleveland Cavaliers and operator of a regional cable-sports channel in the Cleveland area, was also awarded a new three-year contract this year by the Indians. He will market Season Ticket, a package of 50 games (six exhibition and 44 home games) to area cable systems. Season Ticket's marketable universe consists of 18 cable systems with 487,000 subscribers, within a 75-mile radius of Cleveland. The city itself is not yet franchised. Carl Foster, an executive with Stepien's Nationwide Cable subsidiary, hopes to have 10 systems committed to carrying the service by opening day. The first exhibition game will be carried March 22 from Tucson, Ariz., via Westar V.

Anheuser-Busch is the beer sponsor for both WUAB and WWWE. WUAB will spot out the automotive category to various clients, and WWWE has secured Chevrolet as its automotive sponsor. General Tire and Farmers Insurance have also signed on as radio sponsors this year.

Comedian Jonathan Winters, an Ohio native, is to be featured in a series of spots on WUAB promoting Indians baseball. WWWE has the rights to Indians team mascot Tom-E-Hawk and team fight song, "Indian Country," which the station uses to promote its baseball broadcasts.

Detroit Tigers

WJR(AM) is beginning a new five-year contract with the Tiger organization while WDIV(TV) is in the last year of a three-year television broadcast pact. Duane Kell, general sales manager of WDIV, expects the 1983 broadcast schedule to be about 80% sold out by the time the first spring training game is aired March 17. Advertisers include Miller and Chevrolet. According to Kell, there will probably be an on-air promotion campaign

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with Chevrolet but details have not yet been worked out.

ON TV, which held STV rights in previous years over the local STV outlet, WXON(TV), is currently negotiating for a new contract. There are no pay cable rights.

Milwaukee Brewers

The team that made it to the World Series last year also formed a joint venture with the Milwaukee Bucks basketball team for a regional pay TV sports network and decided to retain its radio rights, held for the previous two years by WISN(AM) Milwaukee. Whether the Brewers will join the White Sox, Rangers, A's, Astros and Dodgers in retaining all or part of its broadcast TV rights is likely to be decided in the coming months. A three-year contract with WVTV(TV) Milwaukee expires this year. Negotiations on a new contract have not formally begun.

The regional sports network, Wisconsin All Sports Network, could distribute the games of other regional baseball teams as well as professional hockey and college football. It is not likely to be on the air this year, according to Bill Haig, vice president, TV and radio for the Brewers, although it has signed some cable systems to carry its programing. WVTV and a network of seven stations will carry at least 60 games again this season, according to station general manager, Mike Schuch, and time on the network is sold out at an average of $1,200 per 30-second spot. Major sponsors are Miller Beer, Toyota and True Value Hardware. WTMJ(AM) Milwaukee will originate the radio coverage on a network of 72 stations in 51 markets. In addition to allowing its originating station to sell time in the coverage, the Milwaukee Brewers Radio Network will help WTMJ with the cost of transmitting the game to network affiliates and with other expenses, such as log keeping and billing. WISN gave up its option for two more years of Brewers coverage after it failed to profit from its first two years. The station had paid the team in excess of $1 million for radio rights in 1982, according to WISN general manager John Hinkle.

New York Yankees

The Yankees have posted the highest broadcast rights for 1983 with a combined market figure of $11.5 million—up 77% over last year. Originating TV station is WPIX(TV), which is entering its fourth year of a five-year contract. Sponsors basically include the same line up as last year: Anheuser-Busch, Citibank, Dodge, Toyota, United Airlines, Exxon, Pepsi, Canon, McDonald's and Con Edison, the electric power company of New York City. Thirty-second spots are averaging 20% higher this year, according to a WPIX spokesman.

On the radio side, WABC(AM) will begin the third of a seven-year pact as the originating station of Yankee games. However, the team retains broadcast rights and sells the spots. The radio network consists of approximately 60 stations.

Ninety games this season will be televised over pay cable TV via Sportschannel, which is now in its second year of a 15-year deal. The same major sponsors for the Mets have bought time for the Yankees (see page 66).

Toronto Blue Jays

Radio coverage of the Toronto Blue Jays is sold out, according to Len Bramson, president of Telemedia Broadcast Services, which plans to broadcast 162 games, eight of them preseason, on a network of about 38 stations in 1982. The originating station will again be CJCL(AM) Toronto, which was purchased last year along with Hewpex Sports network, former radio rights holder of the Blue Jays, by Telemedia of Ontario Inc. General Motors, Petrocan, McDonald's, Canadian Imperial Bank of Commerce, Labatt Breweries and Panasonic are major sponsors on the network, which includes 36 French outlets and two in English. TV Labatt will again produce and market coverage of the Blue Jays, to be distributed over the CTV network.

California Angels

The estimated annual broadcast rights for the Angels rose dramatically this year, following the pending sale of KTLA(TV) Los Angeles by Angels owner Gene Autry and The Signal Cos., to an investment group. Observers noted that Autry's 50% interest in the originating station had kept the rights package down, but the sale, coupled with home attendance records, has brought the team to the brink of implementing a new five-year agreement, reached in principle last year by the Angels and KTLA, predicated on the FCC's final approval of the station's sale. In the meantime, a station spokesman said KTLA plans "about the same" amount of promotional effort this year for its 35 regular season and two exhibition games. KMPC(AM), which will remain in Autry's hands, plans to cover all 81 of the Angels games. In addition, at least four Spanish-language stations in southern California and Tijuana will air all Angels home games. Chevrolet, Anheuser-Busch, Chevron USA and Avco Finance have contracted to sponsor the Spanish-language broadcasts.

Fifteen Angel home games will be televised by ON TV, the subscription service aired over KBSC-TV Corona (Los Angeles). ON TV's contract extends through 1984. It has carried selected home games of the Angels for the past six seasons.

Chicago White Sox

More than two-thirds of the White Sox games this year will be seen exclusively on pay television via ON TV's two-channel STV service and suburban cable systems. Sportsvision, the pay channel owned jointly by the White Sox and three other Chicago-based professional sports teams, the Stings (soccer), Black Hawks (hockey) and Bulls (basketball), is marketing a 112-game subscription package of White Sox games for 1983. Sportsvision leases time on UHF channel 60, one of two channels composing ON TV's STV service in Chicago. Subscribers are charged $15 for the two-channel package and $21.95 for Sportsvision a la carte. Cable subscribers are charged an average of $12 for the sports channel. The service now claims about 25,000 STV subscribers and 5,000 cable subscribers (cable marketing has just begun). Laureen Fadil, director of broadcast operations for the White Sox, said the break-even figure that the team is working with is 60,000 pay subscribers. She said that figure should be reached in the latter part of 1983, largely due to cable subscriber growth.

A breach of contract suit filed against Sportsvision by Chuck Dolan's Sportschannel more than a year ago is still pending. Sportschannel claims that it was given the exclusive cable rights to White Sox games for the 1981 and 1982 seasons by former White Sox owner Bill Veeck. The current club ownership took control of the team between those two seasons and launched its own sports channel, disavowing Dolan's claim to the rights for any White Sox games in 1982.

Television originator WFLD-TV will carry 40 games this year (37 regular and three exhibition), down from 45 in 1982, fed to the station by Sportsvision. Television sponsors include True Value Hardware, area Dodge dealers and Anheuser-Busch. The station is in the second year of a four-year contract.

Radio originator WMAQ is entering the second year of a five-year contract it has with the White Sox to carry the full season. Sponsors include Honda, Anheuser-Busch, General Finance, Central Tire, Texaco and True Value Hardware.

Kansas City Royals

WIBW(AM) Topeka, Kan., will again originate coverage of the Kansas City Royals on one of the largest radio networks—110 stations—in major league baseball. Time on the network is sold out at $60,000 per 60-second spot, according to Bob Fromme, general manager of Stauffer Communications' Royals Radio Network. Pabst Beer, Datsun, Getty Refining and marketing, Yago Sangria and Guy's Potato Chips will return to sponsor 162 regular season games and 16 spring training games, while Budweiser Beer and True Value Hardware will sponsor 30 minutes of pre- and post-game programing. WDAF-TV Kansas City will broadcast 45 regular season games, an exhibition game and any post-season games with major sponsorship from Miller Beer and Chevrolet. The Royals are "relatively close" to a decision on pay TV rights, according to Bryan Burns, director of broadcasting for the team, who said Super Sports Network as well as several regional multiple system operators have made offers. Burns anticipates that no more than "50 or 60" Royals games would be carried on cable each season at the outset, to prevent a negative impact on the gate. Telecable Corp., Tele-Communications Inc., Landmark Communications and American Television & Communications Corp. own cable systems in the vicinity of Kansas City.

Minnesota Twins

Pay TV rights to the Minnesota Twins are the subject of a lawsuit filed by Midwest Radio-TV Inc., Minneapolis, after the team entered a joint venture with the North Star hockey team and United Cable Television Corp.'s Home Entertainment Network a little over a month ago. Midwest Radio-TV bought what it believed were the radio and TV rights and a right of first refusal to pay TV rights last October from Midwest Federal Savings and Loan Association, according to Jim Rupp, president, Midwest-Radio-TV. The case is set to go to trial in late April. Meanwhile, KMSP-TV Minneapolis continues to sublet the rights of Twins coverage and will carry 50 games this year. WCCO(AM) Minneapolis will originate coverage to a radio network of 25 stations that is three-quarters sold out at an average of $185 per 30-second spot. Pabst, Farmers Insurance, Midwest Federal Savings and Loan and True Value Hardware are major sponsors.

Oakland Athletics

KBHK(TV) is entering the second year of a three-year joint venture agreement with the A's, with 42 games scheduled and the option for five others. Ten of the home games will be seen exclusively on KBHK. KBHK has added former San Francisco Giants manager Bill Rigney as a commentator. According to KBHK general manager Bill White, the station is planning an intensive promotion campaign, to include "billboards, newspaper ads, 'TV Guide' advertising, point-of-purchase promotions, bumper stickers and an automobile giveaway." The station will highlight game results on the air with the introduction of an "instant scoreboard" graphics package to be displayed after each game during program breaks.

KSFO, which holds the A's radio rights through 1984, reports increased sponsor and station interest over last year. Scotty Hemley, director of sports programing for the station, said the network expects to add two or three stations before the season starts.

Seattle Mariners

Discussions are being held in Seattle on bringing pay cable and the Mariners together, but the earliest chance for such a union is 1984. This season KSTW(TV) is telecasting 50 games, five at home and 45 away. The station is operating in the second year of a two-year pact. Its coverage of the Mariners' games will be fed to Boise, Idaho; Portland, Ore., and Spokane, Wash. The station has signed two major sponsors, Anheuser-Busch and True Value Hardware, but has four or five clients it expects to soon sign. Radio seems headed for a good baseball year, according to John Hendricks, general sales manager of KVI(AM). He estimated that the baseball inventory is 80% sold, with major commitments made by Budweiser, Chevrolet, Chevron Oil, Farmer Insurance Co. and Fred Meyer Stores.

Texas Rangers

Warner Amex Cable has signed a reported maximum five-year pact with the Rangers, starting this year, which will bring to the club between $10 million and $15 million over the period of the contract (BROADCASTING, Feb. 21). Warner Amex has obtained exclusive rights to 100 Rangers' game for the 1983 season.

Thirty games will be carried on commercial television over KXAS-TV Fort Worth and fed to a network of 15 stations. Roy Park, executive director of the Texas Rangers Baseball Network, which acts as sales agent, said business has been "very good."

Chicago Cubs

WGN-TV reports that sales are proceeding smoothly this year with about 70% of the advertising schedule already sold, according to Dennis Fitzsimmons, director of sales. The station will telecast about 150 games. Major sponsors already sold include Toyota, Union Oil, True Value Hardware and Canon. WGN-TV has signed a new long-term arrangement to carry the Cubs games but would not specify its length. A spokesman for the Cubs said the team has no plans at this time to enter the pay-cable television field. On radio, WGN(AM) will broadcast all regular games and 12 exhibition contests.

Montreal Expos

With the baseball strike of 1981, the Expos' five-year TV contract for $32.5 million with the Canadian Brewer Carling-O'Keefe was extended for a sixth year. The brewer has turned around and subcontracted Expo games to CBC-TV, now on nearly 60 English and French stations. Radio affiliates have also increased, from 24 on the English network to 38.

New York Mets

Radio, TV and pay cable rights have jumped nearly 150% in 1983 for the Mets. WOR-TV will begin its 21st season as the originator of television broadcasts, a "partnership agreement" it has had with the baseball club since the Mets began playing in 1962. Sponsors include Anheuser-Busch, Nissan Motors/Datsun and Manufacturers Hanover Trust. Sales are running about 30% ahead of last year, according to Robert Fennimore, station vice president and general manager.

Mutual's WHN(AM) will begin its first year of a three-year contract for radio coverage.

As for pay-cable rights, Sportschannel, a subsidiary of Cablevision, is in its second year of a 30-year agreement, and will air 60 games, both home and away. Sponsors for the cable channel include Budweiser, Toyota and Getty Oil.

Philadelphia Phillies

The Phillies have a new television originator this year—Taft Broadcasting's WTAF-TV. The station has signed a 10-year contract with the team, which provides for the televising of 83 games in 1983 (70 away games and 13 Sunday-afternoon home games). Taft owns 48% of the Phillies. Television sponsors this year include Anheuser-Busch, Roy Rogers restaurants and Toyota.

Prism, the Bala Cynwyd, Pa.-based regional pay cable programer, is entering the third year of a five-year contract with the Phillies. It has the exclusive rights to 30 home games in 1983 and will provide them to 81 cable systems in Pennsylvania, New Jersey and Delaware. Prism currently has about 330,000 subscribers, each of whom pays between $10 and $11 for the service (operators pay Prism $5.25 per subscriber).

Radio rights holder WCAU(AM) negotiated a 10-year contract with the Phillies last year.

Pittsburgh Pirates

KDKA-TV will carry 60 Pirate home games this season, with major sponsors including Anheuser-Busch and Giant Eagle food chain. Negotiations with automobile companies are still being conducted. On the radio side, KDKA holds the rights for all 162 games, and the playoffs. Constantine Grab, program director at the station, expects a "fairly large increase in sales over last year" with major clients including Chevrolet, Mellon Bank and Anheuser-Busch. The Pirates have additionally sold rights to Warner Amex Cable for a newly developed pay-cable service called Home Sports Entertainment-Pittsburgh. A five year contract was signed for rights to broadcast 60 home games the first two years, increasing to 80 to 100 games in the last three years of the contract.

St. Louis Cardinals

KSDK(TV), in the middle of a five-year agreement, holds rights for the Redbirds through 1984. It has rights to 40 games (including one exhibition game). According to Tony Bello, KSDK vice president, director of sales, the schedule is 80% sold inside games (and is about 90% sold during pre- and post-game shows). Major sponsors include Anheuser-Busch, Toyota Dealers of St. Louis, Parker Distributors, Kroger stores, True Value Hardware and Southwestern Bell. An official for the team said the club was looking for cable or pay TV options "but right now there's nothing out there." (Last year, he noted, the club did do seven STV games over Cox Broadcasting's KDNL-TV, and had hoped to do more this year, but Cox dropped its STV mode.)

Atlanta Braves

Braves games (between 135 and 150 in 1983) are seen on superstation WTBS(TV), commonly owned by Turner Broadcasting System. The radio originator is WSB(AM) but the Braves retain the radio rights and sell the advertising for the 162 regular season games and 10 exhibition contests the station broadcasts. WTBS sells the Braves telecasts, which now reach 5,024 cable systems with a total of 25 million subscribers. On March 28 and 29, WTBS will present a two-part, four-hour documentary on the Braves. The video footage used for the documentary was selected from 170 hours of videotape that was shot during the Braves 1982 season. Venerable sportscaster Red Barber will narrate the program.

Cincinnati Reds

Television rights holder WLWT(TV) is in the fourth year of a five year contract with the Reds, while radio originator WLW(AM) has just signed a new 10-year deal starting with the 1983 season.

WLWT will carry 48 Reds telecasts this year, mostly away games. Sponsors include Anheuser-Busch, area Ford dealers, Gulf and Frisch's Big Boy restaurants.

Houston Astros

The ball club continues to retain conventional television and radio rights, doing its own selling and administrating of regional networks. KRBE(AM) Houston, formerly KENR, continues as originating station for a radio network of 40 stations with KRBE-FM there simulcasting night games. New TV originator is KXTH(TV) Houston for a network of approximately 12 stations. Art Elliott, director of broadcast operations for the Astros, conceded that sales were "a trifle slow" in February but that historically sales come on "like the spring floods" in March. Among major sponsors already committed to returning are Anheuser-Busch and Nissan Motors.

Los Angeles Dodgers

The Dodgers continue to use KYTV(TV) as their exclusive originating station for television and KABC(AM) for radio. The network for radio has expanded to 28 English-language and three Spanish-language stations this year.

ON TV, the subscription television service aired over KBSC-TV Corona, is entering its seventh season televising 15 home games from Dodger Stadium. The games are scheduled to continue on ON TV through 1984.

San Diego Padres

Television rights for the Padres transferred from KFMB-TV to NBC-affiliate KCST-TV San Diego this year, in a new three-year contract. A station spokesman said details of an extensive promotion campaign are still being worked out and that advertisers are responding "better than expected." KCST-TV expects to offer 49 regular and two exhibition games.

WFMB(AM) has renewed its three-year contract for English-language coverage, which continues exclusively on that San Diego outlet. Spanish-language coverage, emanating from XEXX(AM) Tijuana, has expanded to 33 stations, including a number in Mexico.

According to Jerry Coleman, director of radio and television for the team, the Padres "are very interested" in cable and/or pay television coverage of their games and are contemplating a "substantial cable operation," involving from 40 to 50 games this season. Coleman says the baseball club is negotiating with at least one MSO and one STV program service for game coverage and eventually will try to obtain access to the cable systems serving an estimated 350,000 households in the San Diego market, the nation's most heavily wired.

San Francisco Giants

This season marks the end of a five-year radio and television contract between KTVU(TV) and KNBR(AM) and the Giants. Team spokesman Pat Gallagher said 1984 "will be a very interesting year for us because we anticipate getting involved in pay cable coverage. We know we're going to be getting into it, the question is how." (The Giants have not yet ventured outside the traditional broadcast arena.)

For this season, KTVU will cover 31 regular season games (all at home) and feed four other stations. KNBR will present play-by-play from all 162 regular season games plus eight pre-season contests. KOFY San Mateo enters its second year of Spanish-language coverage, with 33 games featured. □

Law & Regulation

FCC upheld in KCET(TV) case

High court affirms renewal of Los Angeles noncommercial station and says commission is not required to make television serve deaf

The FCC, a public broadcaster whose license was under challenge and a group of deaf persons in California are in agreement that the public interest would be served if television broadcasting were made more available to the nation's hearing impaired, believed to number between 8.5 million to 20 million. But, the Supreme Court held last week, there is nothing in the law requiring the FCC to see to it that broadcasters make a special effort to offer that service.

The court issued the ruling—by a 7-2 vote—in affirming the commission's decision to renew the license of noncommercial KCET(TV) Los Angeles. In the process, it rejected the argument that Section 504 of the Rehabilitation Act, which forbids discrimination against the handicapped by those receiving federal funds, requires the commission to review a public television station's renewal application under a stricter standard than it applies to a commercial licensee.

"No party suggests that a licensee, whether commercial or public, may simply ignore the needs of the hearing impaired in discharging its responsibilities to the community which it serves," the majority said, in the opinion written by Justice John Paul Stevens. But, Stevens added, "we are not-... persuaded that Congress intended the Rehabilitation Act of 1973 to impose any new enforcement obligation on the Federal Communications Commission."

Sue Gottfried, representing a group of hearing impaired residents in the Los Angeles area, in 1977 petitioned the FCC to deny the license renewal applications of KCET and seven local commercial stations because, she said, they had not ascertained the needs and interests of the hearing impaired and had violated Section 504. She contended that the stations had failed to carry enough programming with special captioning or other aids to benefit the hearing impaired.

The commission rejected both arguments. As for the one involving the Rehabilitation Act, the commission said that the statute does not apply to commercial stations and that while it might apply to public outlets, the allegations were premature until the agency responsible for enforcing the law—the Department of Education—found the station in violation.

The U.S. Court of Appeals in Washington affirmed the decision regarding the commercial stations. But it said that a public broadcasting station subject to Section 504 should be held to a stricter "public interest" standard than a commercial station and that the commission should not renew KCET's license without inquiring into its efforts to meet the needs of the hearing impaired.

The appellate decision raised the question as to whether the commission is obligated to implement laws or policies for which other agencies of government are responsible. Thus, if the Supreme Court decision had gone against the commission, officials felt, it would have established a difficult precedent.

The commission maintains it may choose to follow the principles underlying statutes and policies beyond the scope of the Communications Act—as in the case of the equal employment rules, for instance—if it feels such action is required by the public interest mandate of the Communications Act. But it argued in the KCET case that requiring stations to engage in closed captioning for the hearing impaired was not practicable because of the technical complexities involved. It also said, however, it would consider the matter in a license renewal proceeding if KCET were found—by the "proper" agency—to be in violation of Section 504.

The court majority accepted that argument. If a licensee were found guilty of violating the Rehabilitation Act—or any other federal statute—"the commission would certainly be obligated to consider the possible relevance of such a violation in determining whether or not to renew the lawbreaker's license," Stevens wrote for the court. But, he added, "in the absence of a direction in the Rehabilitation Act itself, and without any expression of such intent in the legislative history, we are unwilling to assume that Congress has instructed the Federal Communications Commission to take original jurisdiction over the processing of charges that its regulates have violated that act." Stevens pointed out in a footnote that

Good year. Advertising on network television in 1982 topped the 1981 total by 11.4% to reach $6,232,313,000, according to data compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

Procter & Gamble again headed the list with network TV spending of almost $393 million and was followed by General Motors, almost $233.1 million; American Home Products Corp., almost $131.4 million and Ford Motor Co., almost $113.9 million.

Product categories showing the largest increases in network TV spending over the previous year included publishing and media, up 103%; home electronics and musical instruments, up 63%; travel, hotels and resorts, up 92%; office equipment, stationery and writing supplies, up 51%.

October-December

	1981	1982	% chg.
Early morning:			
Mon.-Fri.	$ 34,038,200	$ 41,427,100	+21.7
Daytime:			
Mon.-Fri.	323,792,200	340,062,500	+ 5.0
Sat.-Sun.	291,879,500	283,541,000	− 2.9
Early fringe:			
Mon.-Fri.	79,058,000	92,205,500	+16.6
Sat.-Sun.	21,873,200	23,725,500	+ 8.5
Nighttime:			
Mon.-Sun.	927,631,600	1,026,567,100	+10.7
Late night:			
Mon.-Sun.	93,977,800	98,362,700	+ 4.7
Total	$1,772,250,500	$1,905,891,400	+ 7.5

January-December

	1981	1982	% chg.
Early morning:			
Mon.-Fri.	$ 105,266,700	$ 129,161,200	+22.7
Daytime:			
Mon.-Fri.	1,135,281,800	1,217,566,600	+ 7.2
Sat.-Sun.	649,995,200	735,018,300	+13.1
Early fringe:			
Mon.-Fri.	268,559,900	314,796,900	+17.2
Sat.-Sun.	145,701,700	153,596,400	+ 5.4
Nighttime:			
Mon.-Sun.	2,921,612,000	3,319,632,900	+13.6
Late night:			
Mon.-Sun.	366,404,200	362,540,800	− 1.1
Total	$5,592,821,500	$6,232,313,100	+11.4

By network

Quarter	ABC	CBS	NBC	Total
Jan.-March	$ 493,977,700	$ 528,875,600	$ 410,423,000	$1,433,276,300
April-June	578,327,900	537,103,400	457,791,000	1,573,222,300
July-Sept.	489,683,000	432,498,100	397,742,000	1,319,923,100
Oct.-Dec.	654,556,900	659,145,900	592,188,600	1,905,891,400
Total	$2,216,545,500	$2,157,623,000	$1,858,144,600	$6,232,313,100

MALRITE COMMUNICATIONS GROUP Inc.
OF CLEVELAND, OHIO
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KLAK AND KPPL-FM, LAKEWOOD-DENVER, COLORADO
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Moving up. Kenneth Bagwell, president of the television stations division of Storer Communications, Miami, Fla., has been elected to the newly created position of executive VP, operations, and to the additional post of president of Storer's cable communications division. Bagwell had been president of the television stations division, which will continue to report to him, since 1979. As president of the cable division, Bagwell succeeds Arno Mueller, who is leaving to form his own firm, but will remain a consultant to Storer on local government relations systems, realignment and franchise renewals.

USA Network pushes sales and marketing

USA Cable Network, Glen Rock, N.J., will invest more than $9 million in 1983 in sales and marketing efforts, including an extensive consumer advertising campaign, to increase its viewership base among cable operators.

The USA advertising push is designed to promote primarily its USA Daytime schedule, with the theme, "A World of Entertainment Every Weekday," and its sports offerings, with "Weekend Sports Every Weekday."

USA intends to use spot television and spot radio in 28 of the top 100 markets. Radio was launched last week and television will begin this week. Commercials also will be made available to USA subscribing cable systems. The agency for the USA Network is Marsteller Inc., New York.

The broadcast and cable effort will be buttressed by a print campaign to promote tune-in. USA's other major programing dayparts, USA Kidstime and USA Nightline, will be supported by an expanded tune-in and national print campaign.

A USA official noted that the current $9 million budget for marketing and sales activities contrasts with one for $250,000 in 1980. □

Barry & Enright to take bigger plunge in production for television, cable

Independent production company, whose mainstays are 'Joker's Wild' and 'Tic Tac Dough,' to unveil two pilots at NATPE

Barry & Enright Productions, an independent company whose mainstay has been game shows, is shifting emphasis to cable, network and theatrical film production, according to President Jack Barry. In an interview with BROADCASTING, Barry emphasized that the firm's two syndicated game shows, *Tic Tac Dough* and *Joker's Wild*, "are still the backbone of the company, which enables us to branch out into other fields."

Barry & Enright announced last week that both series, distributed by Colbert Television Sales, will continue in first-run production for the 1983-84 season. Colbert is 50%-owned by the production company and distributes programing from other producers as well. Altogether, Barry said, his company has allocated about $20 million for production this year. "We have a great number of things in development," Barry said, including "seven movies made for television, one theatrical motion picture, six cable specials, 10 1/2-hours of situation comedies and three 90-minute music specials."

In addition, Barry & Enright Productions is partnered with Columbia Pictures Television and Richard Lewis Productions in the limited comedy series, *Mama Malone*, premiering on CBS-TV next month in prime time. The firm, headed by Barry and longtime associate Dan Enright, is also syndicating two first-run series, *Jack Anderson Confidential* and *Soap World*, the latter in association with King World Productions. Barry, expressing disappointment in the time periods that the two shows have been given on stations that carry them, said the fate of the two properties is uncertain. Another series, *Nipsey Russell's Juvenile Jury*, is in its first 20-episode season on cable's Black Entertainment Network.

According to Barry, one of the most successful ventures for the company has proved to be theatrical film production. After completing several unprofitable films, Barry & Enright produced "Private Lessons" at a cost of about $2.5 million. The movie, distributed by Universal Studios, has recouped "close to $45 million," according to Barry, and will be followed by *Private School*, a film in the same genre, next July. Said Barry: "We will become very involved in motion pictures."

Barry said his separately owned cable company will "probably not go much further in cable [system] ownership, because of the cost of developing new cable systems." One exception is in Los Angeles, where Jack

Ratings Roundup

The 18-hour mini-series, *Winds of War*, brought ABC-TV its fourth weekly ratings win in the 1982-83 prime time season for the week ending Feb. 13. The mini-series attracted an estimated 140 million viewers over its seven-day telecast and displaced an earlier ABC mini-series, *Roots*, as the most-watched network mini-series in television history.

The First 20

1.	*Winds of War, part VII*	ABC	41.0/56
2.	*Winds of War, part II*	ABC	40.2/54
3.	*Winds of War, part IV*	ABC	39.0/57
4.	*Winds of War, part III*	ABC	38.7/54
5.	*Winds of War, part V*	ABC	36.1/51
6.	*Winds of War, part VI*	ABC	35.2/49
7.	*60 Minutes*	CBS	26.4/40
8.	*Magnum, P.I.*	CBS	21.7/32
9.	*Love Boat*	ABC	21.5/34
10.	*Fall Guy*	ABC	21.5/32
11.	*Amanda's*	ABC	21.4/31
12.	*Laverne & Shirley*	ABC	20.2/28
13.	*Condo*	ABC	19/30
14.	*T.J. Hooker*	ABC	18.5/30
15.	*A Team*	NBC	18.5/26
16.	*Dallas*	CBS	18.5/25
17.	*Happy Days*	ABC	18.2/26
18.	*CBS Tuesday Night Movies*—"Caddyshack"		18.1/25
19.	*Diff'rent Strokes*	NBC	18.0/29
20.	*Walt Disney Valentine*	CBS	18.0/25

The Final Five

57.	*Highway Honeys*	NBC	9.9/14
58.	*Bring 'Em Back Alive*	CBS	9.9/16
59.	*CBS Wednesday Night Movie*—"The In-Laws"	CBS	9.7/14
60.	*Magic or Miracle*	NBC	8.1/11
61.	*St. Elsewhere*	NBC	6.6/10

CMX
IS SET TO
REVOLUTIONIZE
EDITING

Barry Cable intends to bid on a new franchise serving the proposed 8,000-household Playa Vista community, adjacent to the Playa del Rey/Westchester franchise already held by Barry. The new franchise would give Barry a potential subscriber base among seven separate Los Angeles area franchises of about 25,000 homes, he estimated. Barry pegs current subscribership of franchises in Illinois and Alabama at between 12,000 and 18,000. "We have options on several additional franchises," he said, "but will probably stay put with what we have for a while.

"We are developing a group within this company that will devote itself entirely to the production of programs for cable," Barry said. The group is to be headed by Doug Jarvis and based in Barry & Enright's Century City, Calif., headquarters. (Barry's cable operations are overseen from an office in Torrence, Calif.).

Barry & Enright expects to have two pilots ready for the NATPE International exposition next month. Barry described them as, "in a general way, dealing with human emotions." ☐

'Digest' ad causes stir in Midwest

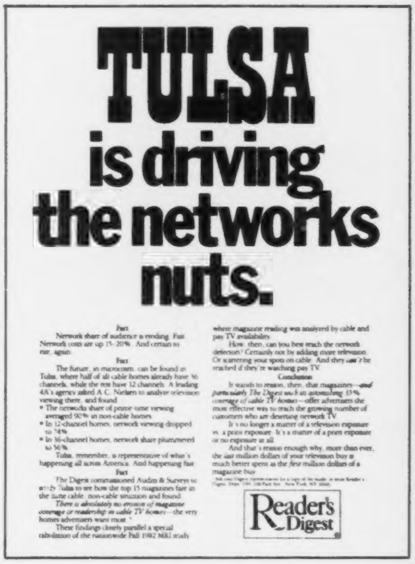
Full page in 'New York Times' claims Tulsa, Okla., is forerunner of future where prime time network viewing slides as number of cable channels increases

Reader's Digest took a full-page advertisement in the *New York Times* two weeks ago and plans other insertions in marketing trade publications to call attention to research showing erosion of television network share in prime time in Tulsa, Okla.

The advertisement, headlined "Tulsa is Driving the Networks Nuts," cited an A.C. Nielsen study commissioned by a leading agency which found that network shares in prime time averaged 90% in noncable homes, 74% in 12-channel cable homes and 56% in 36-channel homes. It called Tulsa "the future, in microcosm."

At the same time, the *Digest* released results of another study it had commissioned to see how the top 15 magazines fare in the same cable and noncable environment. Conducted by Audits and Survey, this study found "there is absolutely no erosion of magazine coverage or readership in cable homes," according to the *Reader's Digest* ad. The magazine concluded that the audience not reached by the networks can be reached most effectively by magazines, particularly the *Digest*.

David Poltrack, vice president, research, CBS/Broadcast Group, said the *Digest* advertisement was based on a study commissioned by Ogilvy & Mather, whose findings were released late last year (BROADCASTING, Nov. 29, 1982). He said they are not at variance with projections made by CBS recently placing network prime time shares in 1990 at an average of 70%, with 80% in noncable homes, 60-plus in basic cable households and 54% in pay cable homes. Poltrack believes that the growth in the number of 36-channel homes will be limited because of viewers' unwillingness to pay more money, the decline in the years ahead of cable programing services and the industry's inability to fill so many channels. He said that part of the network's decline in shares in Tulsa can be attributed to the large number of distant independent TV stations available there.



TULSA is driving the networks nuts.

Reader's Digest

Roger Rice, president of the Television Bureau of Advertising, said the *Digest* is inaccurate in describing Tulsa as the future in microcosm.

He said Tulsa has almost 50% cable penetration, making it 11th among 211 television ADI's. He also disputed the magazine's contention that the audience not reached by prime time network television can be reached most effectively by magazines. Rice said advertisers can turn to affiliates in nonnetwork dayparts, to independent stations and to networks in periods outside of prime time. ☐

Ratings Roundup

With ABC-TV's *The Winds of War* subsided, CBS-TV edged back into first place in the prime time Nielsen ratings for the week ended Feb. 20, nosing out ABC by eight-tenths of a rating point. CBS had an 18.2 average rating/28 average share; ABC 17.4/27, and NBC 16.3/25.

Thanks to *Winds*'s spectacular performance the week before, ABC is just six-tenths of a point behind CBS in the season-to-date averages—and uncatchably ahead in the ratings for the February local-measurement sweeps.

Part One of NBC's four-hour *Rage of Angels* mini-series on Sunday (Feb. 20) pulled a 22.3/34 to rank fourth for the week. Less successful was NBC's *Bare Essence* premiere in a two-hour episode on Tuesday, which at 15.0/23 lost more than five rating points from its lead-in, *The A Team* (20.6/31), and trailed both the regular Tuesday lineup on ABC and the *CBS Tuesday Night Movie: Murder in Coweta County* (20.9/33). For its part, *A Team*, making its second appearance, provided the best performance NBC has had in that time period in two years, up five share points from its premiere and six share points ahead of *Happy Days* (16.7/25) competition on ABC. NBC researchers said it was the worst beating *Happy Days* had ever received in that time period from a regularly scheduled program.

The *ABC Monday Night Movie*, starring Ann-Margret in her TV drama debut in the made-for-TV *Who Will Love My Children?* was the week's fifth-ranked program at 22.2/33. Two new series entries on ABC, making their second weekly appearances, came in second in the Thursday 8-9 p.m. NYT block: *Condo*, at 8 p.m., had a 17.8/27 and *Amanda's*, at 8:30, had a 16.7/25. They didn't approach CBS's *Magnum P.I.* (23.3/35) but easily outdid NBC's *Fame* (13.7/20).

Two NBC specials, *TV Censored Bloopers* and *Candid Camera Special*, back to back in the 9-11 p.m. block Monday night, outperformed CBS's regular Monday lineup but fell short of the Ann-Margret movie on ABC. *Bloopers* scored 21.1/30; *Candid Camera*, 20.6/33.

An ABC special, *Dom De Luise and Friends*, at 8:30-9:30 on Wednesday drew a 19.5/28, beating out both CBS's *Seven Brides for Seven Brothers* (16.9/25) and NBC's *Real People* (14.3/21).

In the season-to-date averages CBS now leads with 18.2/29, followed by ABC at 17.6/28 and NBC at 15.5/25. For the February Nielsen and Arbitron sweep periods, which end this week, ABC has a 24.1 rating average, CBS a 17.3 and NBC a 15.2.

The First 20

1.	*Dallas*	CBS25.8/40
2.	*60 Minutes*	CBS24.8/40
3.	*Magnum, P.I.*	CBS23.3/35
4.	*NBC Sunday Night Movie*—Rage of Angels, part I	NBC22.3/34
5.	*ABC Monday Night Movie*—Who Will Love My Children?	ABC22.2/33
6.	*Falcon Crest*	CBS22.1/37
7.	*Jeffersons*	CBS22.1/32
8.	*M*A*S*H*	CBS21.8/31
9.	*Love Boat*	ABC21.6/36
10.	*Simon & Simon*	CBS21.5/32
11.	*TV Censored Bloopers (S)*	NBC21.1/30
12.	*Dynasty*	ABC20.9/36
13.	*CBS Tuesday Night Movies*—Murder in Coweta County	CBS20.9/33
14.	*That's Incredible*	ABC20.9/31
15.	*Fall Guy*	ABC20.9/31
16.	*One Day at a Time*	CBS20.8/31
17.	*Candid Camera Special (S)*	NBC20.6/33
18.	*A Team (N)*	NBC20.6/31
19.	*Three's Company*	ABC20.7/30
20.	*Hill Street Blues*	NBC19.9/32

The Final Five

57.	*CBS Saturday Night Movie*—The Fighter	CBS11.4/20
58.	*Family Tree (N)*	NBC10.7/20
59.	*Voyagers (N)*	NBC10.7/17
60.	*ABC Friday Night Movie*—First Family	ABC10.7/17
61.	*Bring 'Em Back Alive (N)*	CBS 9.5/17

2.2 kw aur., HAAT: 514 ft.)—Seeks assignment of license from Community Television of Victoria to Number 1 TV Inc. for $165,000. Seller: Inelda J. Straham (60%) and Donald L. Seyfert (40%). They were granted construction permit Nov. 20, 1981 (BROADCASTING, Jan. 25, 1982). Buyer: Mary J. Arthur, president (44.4%) and others, who recently were granted FCC approval to buy WEXY(AM) Oakland Park, Fla. Arthur also owns 51% of WKEM(AM) Immokolee, Fla. They also bought, subject to FCC approval, KCDC-TV Midland, Tex., for $200,000 (BROADCASTING, Jan. 3). Filed Jan. 24.

■ WPAR(AM) Parkersburg, W. Va. (1450 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Burka Broadcasting Inc. to Composite Broadcasting Inc. for $374,000 (BROADCASTING, Feb. 21). Seller: Bernard A. Burka, president, and others, none of whom have other broadcast interests. Buyer: John W. Patten, president (19%) and four others, who are principal owners of WNUS(FM) Belpre, Ohio. Filed Feb. 7.

■ WNBK-FM New London, Wis. (93.5 mhz, 3 kw, HAAT: 800 ft.)—Seeks assignment of license from William Haig Broadcasting Corp. to Goetz Broadcasting Corp. for $150,000. Seller is principally owned by William Haig and wife, Naomi, who have no other broadcast interests. Buyer: Nathan L. Goetz, president, and brother, Robert Goetz (50% each). They own WDLB(AM)-WLJY(FM) Marshfield, and WFAW(AM)-WSJY(FM) Fort Atkinson, all Wisconsin. They also own 50% of WDRB-AM-FM Reedsburg, Wis. Filed Feb. 4.

Actions

■ KOTN(AM)-KFXE(FM) Pine Bluff, Ark. (AM: 1490 khz, 1 kw-D, 250-w-N; FM: 92.3 mhz, 27 kw, 115 ft.)—Granted assignment of license from Joellen Broadcasting Corp. to Eagle Broadcasting Group Inc. for $1,075,000. Seller is owned by Winston J. (Buddy) Deane, who has no other broadcast interests. Buyer is owned by Calvin G. Arnold (100%), who is former vice president and general manager of KKYK(FM) Little Rock, Ark., and has no other broadcast interests. (BAL,H-82126EL). Action Feb. 7.

■ WVCF(AM) Ocoee, Fla. (1480 khz, 1 kw-D)—Granted assignment of license from Orlando Broadcasting Inc. to William A. Masi for $400,000. Seller: James S. Beattie (100%), who also was recently granted FCC approval to sell WFXY(AM) Oakland Park, Fla. for $1.5 million (BROADCASTING, Feb. 14). Buyer: Masi is Fla.-based radio programer and has no other broadcast interest. (BAL-82126EK). Action Feb. 7.

■ WPCF(AM) Panama City Beach, Fla. (1290 khz, 500 w-D)—Granted transfer of control of Community Service Broadcasting Inc. from Walter C. Sherman (100% before; none after) to Charles K. Winstanley. Consideration: $25,000. Principals: Seller owns 51% of stock. Buyer currently owns 39% of stock and also 9.4% of KJIN(AM)-KCIL(FM) Honma, La. (BAL-820105FO). Action Feb. 7.

■ WRTH(AM) Wood River, Ill. (590 khz, 1 kw-U)—Granted assignment of license from King Broadcasting Co. to Adams Radio of Missouri Inc. for $1.8 million. Seller is Seattle-based group of five AM's, four FM's and four TV's principally owned by Dorothy S. Bullitt and family, who bought WRTH along with KYA-AM-FM San Francisco from Avco Broadcasting in 1977 for $4 million (BROADCASTING, Sept. 5, 1977). Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams, president and owner of Center Group Broadcasting. Tyler, Tex.-based group owner of WGTU-TV Traverse City and satellite WGTQ-TV Sault S. Marie, both Michigan, and KIVA-TV Farmington, N.M. He also bought, subject to FCC approval. WILX-TV Onondaga, Mich., for $20.5 million (BROADCASTING, Nov. 22, 1982) and WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for $1.25 million and KEZK(FM) St. Louis (see both below), (BAL-82122IFB). Action Feb. 15.

■ WJDW(AM) Corydon, Ind. (1550 khz, 250 w-D)—Granted assignment of license from Dennis R. Hill to Lifestyles Inc. for $15,000. Seller: Hiller also owns 24.5% of applicant for new FM, at Vincennes, Ind., and 24.5% of applicant for new LPTV at St. Mathews, Ky. Buyer: Jon D. Walsh (50%). Hill will keep 50% interest. Walsh has same broadcast interests as Hill. (BAPL-821115HV). Action Feb. 7.

■ WTWN(AM)-WLAV(FM) Grand Rapids, Mich. (AM: 1340 khz; 1 kw-D, 250 w-N; 96.9 mhz, 50 kw, HAAT: 500 ft.)—Granted assignment of license from Shepard Broadcasting Corp. to Adams Radio of Grand Rapids Inc. for $5 million plus $1.25 million for five-year noncompete agreement. Seller is principally owned by John Shepard, president, who also owns 40% of CP for new TV on ch. 54 at Muskegon, Mich. Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams, who is president and 100% owner of Center Group Broadcasting, which owns KIVA-TV Farmington, N.M.; KCMN(AM) Colorado Springs, and 51% of WGTV-TV Traverse City and WGTO-TV Sault St. Marie, both Michigan. (BALH-82121OHC). Action Feb. 9.

■ WOTV(TV) Grand Rapids, Mich. (NBC, ch. 8, 282 kw vis., 56.2 kw aur.; HAAT: 970 ft.)—Granted assignment of license from Manhattan Cable Television Inc. to LIN-Central Broadcasting Corp. for $32 million. Seller: Subsidiary of Time Inc., publisher of *Time* magazine, which has no other broadcast interest. Time Inc. also owns American Television & Communications, major MSO. Gerald M. Levin is group vice president. Buyer is publicly traded, New York-based group of five AM's, five FM's and four TV's. Donald Pels is chairman and president. (BALCT-82123OKE). Action Feb. 16.

■ WCNF(FM) Whitehall, Mich. (95.3 mhz, 3 kw, HAAT: 430 ft.)—Granted assignment of license from Blueberry Broadcasting Inc. to Muscom Inc. for $260,000. Seller: Principally owned by Alastair B. Martin and wife, Edith, who have no other broadcast interests. Buyer: Frazier Reams Jr. (75%) and Susan R. Reams (25%), who are principal owner of WWMN(AM)-WNCK(FM) Flint, Mich., and WCWA(AM)-WIOT(FM) Toledo, Ohio, and WKBZ(AM) Muskegan, Mich. (BALH-821208GP). Action Feb. 4.

■ KEKR-TV [CP] Kansas City, Mo. (ch. 62, 1,868 kw vis., 186.8 kw aur., HAAT: 1,120 ft.)—Granted assignment of license from Choice Channel of Kansas City Inc. to Channel 62 Partnerships for $30,000. Seller: Edward D. Schneider man (37.5%), Debra Slotnick and David Block (25% each) and Marvin Zambrosky (12.5%). Buyer is partnership owned 60% by Media Central Inc. and 40% by Choice Channel of Kansas City Inc. Media Central is principally owned by Morton J. Kent. (BAPCT-821209KQ). Action Feb. 4.

■ KEZK(FM) St. Louis (102.5 mhz, 100 kw, HAAT: 450 ft.)—Granted assignment of license from Metroplex Communications of Missouri to Adams Radio of St. Louis Inc. for $5 million. Seller: Norman Wain and Robert Weiss (50% each), who own WHTT(AM) Miami and WHYI-FM Fort Lauderdale; WMGG(FM) Clearwater, Fla.; WRMR(AM)

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

March 14

A unique opportunity for advertisers prior to the March 17-22 NATPE Conference in Las Vegas. BROADCASTING's March 14 issue will preview the show with a full list of exhibitors and the show agenda. Advertising deadline: March 4.

March 21

An on-the-scene report of what will take place at the 20th Anniversary Conference. On-site distribution of March 21 issue—a 5,000 plus overrun—will take place at noon, Saturday, March 19. Advertising deadline: March 11.

March 28

A complete wrap-up of what happened at the NATPE Conference. A must for all advertisers ... for subscribers who did not attend will get all the news in one place. (It's almost like being there.) And those who attended will find out what they missed. Advertising deadline: March 18.

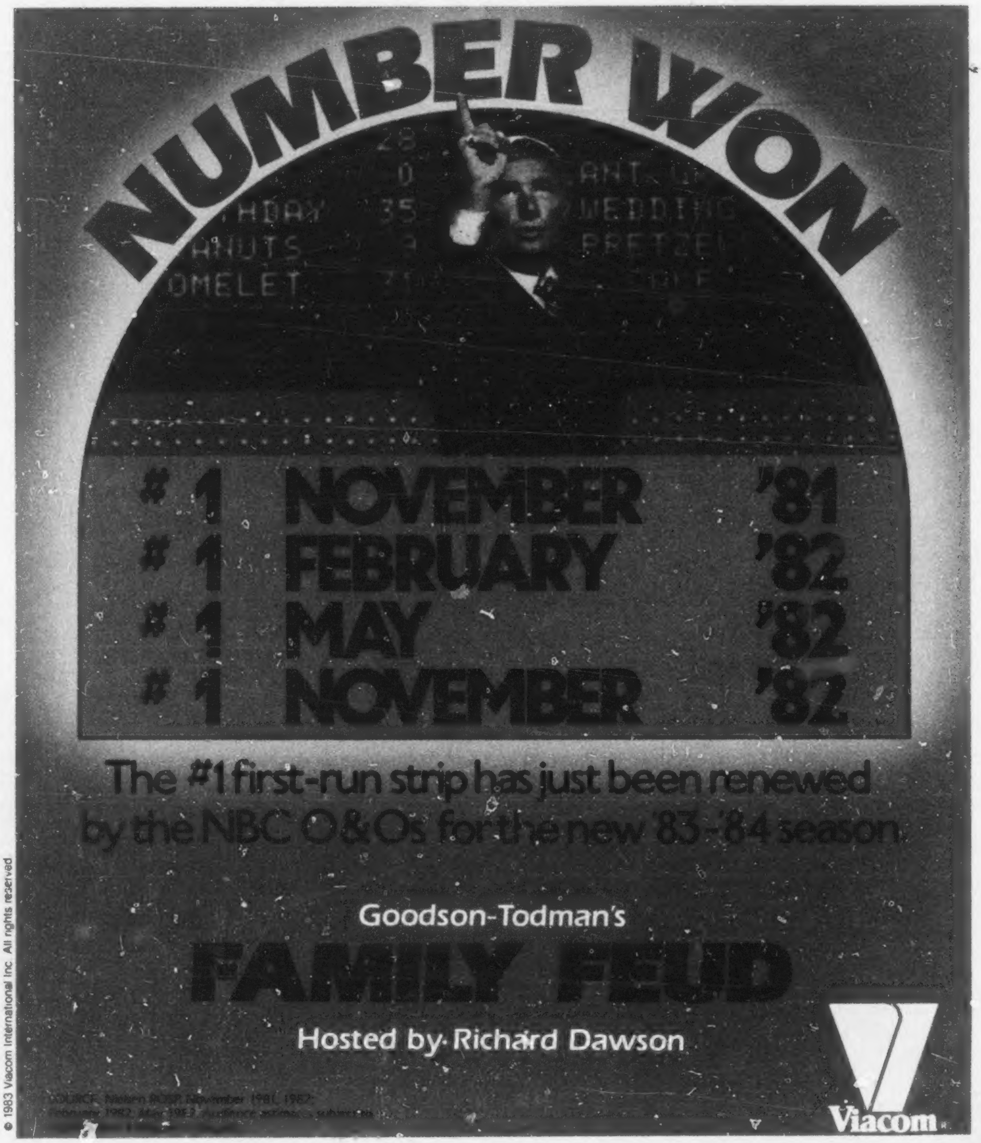
You belong in Broadcasting

March 14/21/28

C1750-1 3/9/83

The Fifth Estate

Broadcasting Mar 7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# 1 NOVEMBER '81
# 1 FEBRUARY '82
# 1 MAY '82
# 1 NOVEMBER '82

The #1 first-run strip has just been renewed by the NBC O&Os for the new '83-'84 season.

Goodson-Todman's

FAMILY FEUD

Hosted by Richard Dawson

Viacom

SOURCE: Nielsen ROSP November 1981, 1982; February 1982, May 1982. Audience estimates subject [illegible]

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Vol. 104 No. 10

Broadcasting Mar 7

ABC wins February sweeps □ M*A*S*H makes television history □ State broadcasters make the rounds in Washington □ At Large with Dan Rather

'WINDS' SWEEPS ABC INTO FIRST □ Network's 21.6/32 gives it 2.5 and 6.6 ratings margin over second place CBS and third place NBC. **PAGE 35.**

MONSTER M*A*S*H □ Final episode of *M*A*S*H* goes into the record books as the highest rated show of all time. **PAGE 35.**

HILL CHARGE □ State broadcaster associations converge on capital, lobbying for broadcast deregulation. Consensus is deregulation is there to be had in House, but only after much work. Fowler says broadcasters might not like it, but spectrum fees can be trade-off for near complete deregulation. **PAGE 38.**

ON HOLD □ No one has stepped up to buy Turner Broadcasting, which may not be in as bad financial condition as earlier believed. **PAGE 40.**

FAULTY POWERS □ Copyright Royalty Tribunal's intention to match marketplace on distant-signal/fees draws criticism from Kastenmeier. **PAGE 41.**

POLICY SHIFT □ New Canadian policy will increase flow of programing into country, while still keeping eye on maintaining Canadian flavor. **PAGE 41.**

CLIPPER CLIPPED □ Atlanta television station goes after TV news clipping service on grounds of copyright infringement. **PAGE 42.**

AT LARGE—DAN RATHER □ As CBS News anchor begins his third year as managing editor of the *Evening News*, he discusses the direction of the news, the ratings race and CBS support. **PAGE 54.**

MONDAY, MONDAY □ CBS prime time shifts place emphasis on building Sunday-night blockbuster on Monday. **PAGE 64.**

SEEKING RESPECT □ *The New York Times* is expanding its coverage of television, but critics still say its news of the visual medium is sometimes shallow and relegated to second-class status. **PAGE 86.**

COPYRIGHT COMMENTS □ Copyright Office is flooded with paper from opposing sides on rate increase issue, set to go into effect in eight days. **PAGE 72.**

FINE LINE □ Senator Charles Percy (R-Ill.) says that with Radio Marti and VOA, never the twain shall meet. **PAGE 78.**

ST. PAUL REPRISE □ Only Group W applies for second time in three years for cable franchise in city that voted against municipal ownership. Continental and Nor-West also bid. **PAGE 94.**

FINAL HURDLE □ Supreme Court lets stand Greene's decision to break up Bell system. **PAGE 104.**

ABC's BOTTOM LINE □ ABC reports record profit with $160 million, despite shortfalls in radio and new technology startup costs. **PAGE 106.**

WHAT IT'S ALL ABOUT □ Bob Bascha, president of Museum of Broadcasting, is helping preserve "a very important artistic, significant, socially valuable product," and in process, helping build ties between broadcasting and community. **PAGE 143.**

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issues and "treats audiences as a means of selling products rather than ends unto themselves." Too often, Greenfield contended, audiences are marketed "like a military campaign. We, the viewers, are owed something in return," he said. "We deserve your best shot: to be treated as an audience and not a market." ☐

M*A*S*H's voice from the past

Network calls on correspondent Robert Pierpoint to reprise his reporting of war's end

CBS News national security correspondent Robert Pierpoint got caught in a time warp that was the final episode of *M*A*S*H* last week. In voicing the dispatches reporting the final events of the Korean war—the negotiations at Panmunjom, the final shelling and finally, "the sound of peace"— he was once again a 27-year-old correspondent reporting for CBS from Korea.

The war that ended 30 years ago had been his first assignment as a CBS correspondent. And Burt Metcalfe, executive producer of the series that had been seen on CBS for 11 years, in hunting for a voice to inform viewers at home on their television sets and members of the 4077th on their radios and loudspeakers, of the events of those final days, wanted an original.

Pierpont

Pierpoint was happy to oblige. And last week, after viewing the final episode at home in Maryland with his wife and friends, he was, he said, "thrilled, overwhelmed by the memories of the time." He received calls from people he had known years ago and some, he said, from people he could not remember at all. (Metcalfe's initial ideal—once he had tracked Pierpoint down and assured himself he was the same Robert Pierpoint—was to use Pierpoint's original tapes. But they had deteriorated beyond use. So the show's writers put together several scripts, based on magazine stories from the time, and they were sent off to Pierpoint in Washington.)

"I checked them over and changed some things for accuracy." (He noted his sign-off, "This is Robert Pierpoint, in Seoul," was how CBS correspondents did it in those days. They did not identify themselves as a CBS correspondent, as they do now.) "They insisted that what I thought was right should be in the script," Pierpoint said. A month ago, he recorded the dispatches on audio tape at the CBS studio in Washington, sent the material to Hollywood, and the pieces were inserted into the show.

And that was all there was to Pierpoint's first fling as an actor—except for the check he received from the producers. How much? "It's too small to say," he said. "I'd be embarrassed." ☐

Ratings Roundup

With help from three specials that ranked among the week's top 20 programs, CBS-TV trounced the other two major networks in week 22 of the 1982-83 prime time ratings race, finishing 2.8 rating points ahead of ABC-TV's average 17.3 rating/27 share and 4.8 points ahead of NBC-TV's 15.3/24. CBS's 20.1/31 average for the week ending Sunday, Feb. 27 widened the first-ranked network's season-to-date lead over ABC by two-tenths of a rating point, leaving CBS with an average 18.3/29 against ABC's 17.5/28 and NBC's 15.5/24. ABC's 18-hour ratings blockbuster, *The Winds of War*, had diminished CBS's lead over ABC to only six-tenths of a rating point.

CBS won Wednesday, Thursday, Friday and Sunday, while NBC took Monday and ABC won Tuesday and Saturday. It was CBS's 15th weekly win of the season, compared with four for ABC and three for NBC.

On Wednesday, CBS's three-hour broadcast of the 25th anniversary Grammy Awards ceremony averaged a 21.6 rating/33 share, giving the network an average seven rating points higher than it usually attains on that night. The Grammys deflated ratings for ABC's *Fall Guy* and *Dynasty* series by slightly more than a point, while an *All Star Family Feud* special on ABC from 8 to 9 p.m. that same night appears to have taken a toll from NBC's *Real People*, down nearly three points from its average to 14.7/22.

The week's highest rated program was CBS's special presentation of the feature film "9 to 5" on Sunday from 9 to 11 p.m. It averaged a 28.6 rating/42 share against made-for-TV movies on the other two networks, *Starflight: The Plane That Couldn't Land* (17.7/29) on ABC and *Cocaine: One Man's Seduction* (15.4/23) on NBC. CBS averaged a 25.3/37.5 on Sunday overall, compared with ABC's 16.4/24.5 and NBC's 14.4/21.8.

On Monday NBC's broadcast of part two of its made-for-TV movie, *Rage of Angels* (22.1/33), overpowered another made-for-TV movie, *Grace Kelly* (19.8/29), on ABC. NBC averaged a 20.1 rating/29.6 for the night, against ABC's 19.8/28.6 and CBS's 18.3/26. CBS started out that night with a Charlie Brown children's special, *Is this Goodbye?*, which averaged a 20.3/29 and ranked 16th among the week's highest rated programs.

Among new series, NBC's *A Team* averaged a 20.2/30 last week, up nearly two rating points from its Tuesday-night premiere three weeks ago at 18.5/26 and down only slightly from a 20.6/31 the week before last. Ratings for *Bare Essence*, NBC's new prime time drama, declined slightly last week to a 14.3/21 from the show's premiere average of 15/23 the week before. *Mama's Family*, NBC's five week-old half-hour comedy airing at 9-9:30 p.m. on Saturday, averaged a 16/26 last week, down a point from its performance the week before but up from the 14.9/22 and 15.2/24 it averaged in its second and third weeks on the air. *Family Tree*, another Saturday half-hour series on NBC, averaged a 10.8/19, on par with the previous two weeks' averages of 10.7/20 and 10.8/19. *Teacher's Only*, a more recent entry to NBC's Saturday-night lineup, averaged a 12.1/19 last week, down slightly from the 12.7/21 it captured the previous week but up from its premiere rating of 11.5/18 the week before.

Two new series in ABC's Thursday-night lineup, *Condo* and *Amanda*, have suffered declining ratings in their first three weeks. *Condo*, which premiered with 19.8/30 in the hour preceding part five of *Winds of War*, fell the following week to a 17.8/27 and again last week to a 15.9/25. *Amanda* airing just after *Condo* at 8:30 p.m., premiered the same week with a 21.4/31, but declined the next week to a 16.7/25 and last week to a 13.7/21. *Condo* and *Amanda* remain the second-highest series in their time period, competing with CBS's *Magnum, P.I.*, which averaged a 23.6/36 last week, and NBC's *Fame* (13.4/20).

CBS's new one-hour series, *Wizards and Warriors*, captured a 13.2/22 its first night out on Saturday at 8 p.m.

The First 20

1.	*CBS Movie—"9 to 5"*	CBS 29.6/42
2.	*Dallas*	CBS 25.4/40
3.	*60 Minutes*	CBS 23.7/37
4.	*Magnum, P.I.*	CBS 23.6/36
5.	*M*A*S*H*	CBS 23.1/32
6.	*Three's Company*	ABC 23.0/34
7.	*Love Boat*	ABC 23.0/34
8.	*NBC Monday Night Movie—Rage of Angels, part 2*	NBC 22.1/33
9.	*9 to 5*	ABC 22.1/33
10.	*Grammy Awards*	CBS 21.6/33
11.	*Falcon Crest*	CBS 21.5/36
12.	*Dynasty*	ABC 21.5/34
13.	*Dukes of Hazzard*	CBS 21.4/34
14.	*Simon & Simon*	CBS 21.4/32
15.	*Hart to Hart*	ABC 21.3/36
16.	*Charlie Brown: "Is It Goodbye"*	CBS 20.3/29
17.	*A Team*	NBC 20.2/30
18.	*Hill Street Blues*	NBC 20.1/32
19.	*Gloria*	CBS 20.1/29
20.	*Newhart*	CBS 19.9/28

The Final Five

63.	*Powers of Matthew Star*	NBC 12.1/19
64.	*St. Elsewhere*	NBC 11.7/20
65.	*ABC Friday Night Movie—The Warriors*	ABC 11.4/18
66.	*Family Tree*	NBC 10.8/19
67.	*Voyagers*	NBC 10.5/17

ABC Inc. records its best year

Profits reach $160 million, although figure was hurt by lower earnings from radio and new technologies

Despite "a slight decline in overall broadcasting profits," ABC Inc.'s 1982 revenues and earnings reached record levels, the company reported last week. Revenues were put at $2,664,528,000, up 9% from 1981. And net income totaled $160,027,000, also up 9%. Earnings per share were $5.54, the second best in ABC history and up from $5.13 in 1981.

The 1982 results had some help from two previously announced gains: An investment tax credit refund and related interest income, reported in the first quarter, totaled $10.3 million, or 36 cents per share, and an exchange of 200,000 shares of common stock and $6.2 million in cash for $18,031,000 (principal amount of the company's 9.35% sinking fund debentures) increased net earnings by $4.6 million, 16 cents a share, in the second quarter.

The "slight decline" in radio-TV profits resulted from a loss on the radio side that more than offset gains on the television side.

Overall earnings were held back, the company said, by "higher losses at ABC Video Enterprises" and by the loss recorded by the ABC Radio division. The latter was blamed primarily on "higher development expenses for two new radio networks [ABC Rock and ABC Direction] and the cost of terminating a programing service [Superadio]," on top of "softened advertising demand throughout 1982."

Television found better going. ABC Inc. Chairman Leonard Goldenson put it this way: "The ABC-TV network experienced strong advertiser demand throughout most of 1982, reflecting its competitive audience delivery thoughout the broadcast day. Revenues and profits for the full year increased from 1981 levels.

"However, in the fourth quarter the growth of network revenues was less than anticipated and profits declined compared to the fourth quarter of 1981, due in part to the disruptive effect of the [National Football League] strike, to higher sports rights costs and to costs associated with expanded news coverage in late night and early morning.

"Our owned television stations reported increased revenues and earnings in both the fourth quarter and full year, aided by strong national spot advertising demand and an upturn in local advertising in the last half of 1982."

Goldenson reported "a significant profit turnaround" at ABC Publishing, which produced record profits, while ABC's scenic attractions increased in revenues and profits and ABC Motion Pictures recorded "a modest loss."

"Throughout the year," Goldenson said, "the company made major investments in the emerging video technologies that moderated overall earnings."

By the end of the year, he noted, ABC Video and its partners were operating three advertiser-supported cable programing services, while ABC Video also was positioning itself for "eventual participation" in viewer-supported TV through its Home View Network service, currently in tests, and through the RSVP pay-per-view sports programing service "scheduled to debut in 1983." Goldenson also noted that ABC Video and Cox Communications are looking into opportunities in pay-per-view entertainment and information programing and in addressable delivery systems.

"As we look to 1983," Goldenson said, "our basic businesses are in good position to benefit from any recovery in the overall economy. Near-term, the television network's advance sales are strong through the third quarter of this year. Long-term demand for network time, as indicated by the robust sales pace for the 1984 winter and summer Olympic games, is also encouraging.

"Programs to control costs and improve operating efficiency should continue to benefit operating earnings. In 1983, however, our investment in the new technologies will increase over last year's levels as the company continues to widen its role in the new telecommunications media."

For the 1982 fourth quarter, ABC's revenues reached $759,682,000, a record for that quarter and up 3% from the 1981 period. Net income declined 6%, however, to $41,064,000. Earnings per share were $1.42, compared to $1.53 for the fourth quarter of 1981. The decline was attributed basically to the same factors cited as moderating influences on full-year profits. □

Spot's surge. National and regional television advertising in 1982 rose by 17% to $3,342,148,800, according to figures released by the Television Bureau of Advertising.

Using figures compiled by Broadcast Advertisers Reports, TVB noted that Procter & Gamble, the leading advertiser, increased its estimated investment for the year by 40% to $179,468,100, as compared with $128,535,800 in the previous year. In second place was General Mills with $74,762,400, up 43% followed by General Foods, $70,802,500, down 16%; Dart & Kraft, $64,275,700, up 46%, and AT&T, $62,044,000, up 10%.

The largest percentage increase in 1982 was registered by the freight and industrial development category, up 23% to $40,732,600. Recording the largest dollar increase was food and food products, which climbed 21% to $704,958,400 in 1982.

	4th quarter 1981	4th quarter 1982	% chg.
Daytime	212,020,800	247,760,300	+ 17
Early evening	232,103,600	268,315,400	+ 16
Nighttime	253,657,800	309,904,100	+ 22
Late night	173,343,400	209,891,300	+ 21
Total	$871,125,600	$1,035,871,100	+ 19
	1981	1982	% chg.
Daytime	643,185,200	787,699,100	+ 22
Early fringe	735,887,800	860,319,200	+ 17
Nighttime	865,855,200	1,016,651,600	+ 17
Late night	601,715,900	677,478,900	+ 13
Total	$2,846,644,100	$3,342,148,800	+ 17

Ad world to gain EMRC representation

Advertisers and agencies will have a voice in the Electronic Media Rating Council's audit process under a change approved by the council's board last week. Reports of independent auditors, who examined the work of council-accredited ratings services to make sure they perform as they say they do, henceforth will be reviewed by a board committee rather than by the council's executive director alone. The committee is to include representatives of the American Association of Advertising Agencies and the Association of National Advertisers and one member each from the council's radio, television and cable committees.

The council, meanwhile, announced the addition of three new members, bringing the total to 21, a gain of eight in the past year. The new members are Metromedia Inc., Secaucus, N.J.; McGavren Guild, New York, and Standard Communications (KUTV[TV]), Sale Lake City ("In Brief," Feb. 28). □

Inc., debtor-in-possession, to Richard Marshall Capital Corp. for $3 million. Seller: Bruce Mayer (60%) and Marshall R. Hambric (40%). Hambric also led group that was granted FCC approval to buy KSTR(AM) Grand Junction, Colo. (see above). Hambric will keep interest in new group. Buyer: Sherry Sanders (49%), Medial Financial Corp. (40%) and Ernest McRae (11%). Media Financial Corp. is principally owned by Marshall R. Hambric. Sherry Sanders is wife of Mack Sanders, owner of WJRB(AM) Madison, and WJKZ(AM) Franklin, both Tennessee; WVOK(AM)-WRKK(FM) Birmingham, both Alabama. McRae owns 40% of KBRL(AM) McCook, Neb., and 40% of KFNF(FM) Oberlin, Kan. Hambric is president of Centennial Communications. (BAL-821008EO). Action Feb. 9.

■ WRCS(AM)-WQDK(FM) Ahoskie, N.C. (AM: 970 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license form WRCS Inc. to Francon II Inc. for $600,000. Seller: Richard V. Surles (100%), who has no other broadcast interests. Buyer: Charles E. Franklin (75%) and wife, Elizabeth (25%). Charles Franklin owns 80% of permittee WJIK(AM) Camp Lejeune, N.C., and 56.6% of application for new TV at Greenville, N.C. (BALH-830103HD). Action Feb. 16.

■ WRIO-FM Cape May, N.J. (102.3 mhz, 3 kw, HAAT: 145 ft.)—Granted assignment of license from Cape Christian Broadcasters Inc. to Paul and Nancy Schumacher (husband and wife) for $275,000. Seller is owned by William Lamon and Leonard Verity, who also own WRYO(FM) Crystal River, Fla. Buyers have no other broadcast interests. (BALH-821230GU). Action Feb. 16.

■ KHND(AM) Harvey, N.D.(1450 khz, 500w-d)—Granted assignment of license from Shamrock Communications Inc. to Fritz Onken for $275,000. Seller owned by Thomas McKinnon who has no other broadcast interests. Buyer is former Kansas City, Mo., advertising executive and has no other broadcast interests. (BAL-821221FA). Action, Feb. 15.

■ KSLO-AM-FM Durant, Okla. (AM: 750 khz, 250 w-D; FM: 107.1 mhz, 1.9 kw, HAAT: 365 ft.)—Granted assignment of license from KSEO Broadcating Co. to Durant Broadcasting Corp. for $340,000. Seller: Robert H. Peterson and family, who have no other broadcast interests. Buyer: Bill Landtroop (26%) and wife, Sue Landtroop (22%) and their son, Steve Landtroop (22%), Glen D. Burke (20%) and Carolyn S. Corbin (10%). Burke is general manager at KSEO-AM-FM, where Corbin is assistant manager and Steve Landtroop is sports director. Bill Landtroop is Durant businessman. (BAL,H-821227FF, GK) Action Feb. 14.

■ KYTE(AM)-KLLB(FM) Portland, Ore. (AM: 970 khz, 5 kw-D; FM: 101.1 mhz, 100 kw)—Granted assignment of license from Gaylord Broadcasting Co. to C.H. Buckley Inc. for $3.75 million plus $950,000 for five-year noncompete agreement. Seller is Oklahoma City-based group owner of two AM's, one FM and seven TV's. Edward Gaylord is chairman. its parent, Oklahoma Publishing Co., publishes *The Daily Oklahoman*, *Oklahoma City Times*, and *Sunday Oklahoma*, all Oklahoma City, and *Colorado Springs Sun*, plus magazine, *The Farmer Stockman*. Gaylord bought KYTE-KLLB in 1977 for $1.5 million (Broadcasting, April 25, 1977). Buyer is owned by Charlton H. Buckley, who is San Francisco-based contractor, rancher and resort property owner. He has no other broadcast interests. (BAL-821213HG). Action Feb. 8.

■ KGMC(TV) Oklahoma City (ch. 34, 785 kw vis., 78.5 kw aur., HAAT: 1,209.)—Granted transfer of control (80%) from General Media Corp. to Oklahoma City Broadcasting Inc. for $7 million. Seller: is group of 80 stockholders headed by Earl W. Hickerson, president. It also owns WGNO-TV New Orleans. Buyer: Currently owns 20% of KGMC, and is principally owned by Ted Baze, vice president and general manager of station. (BTCCT-821222kz). Action, Feb. 16.

■ WNRI(AM) Woonsocket, R.I. (1380 khz, 1 kw-D)—Granted assignment of license from Conrad Communications Co. to American Independent Radio Inc. for $265,000. Seller: Louis E. and Linda Conrad (50% each), who have no other broadcast interests. Buyer: Roger E. Bouchard, president (25%), David Onge (10%), and five others. Bouchard is general manager at WKRI(AM) West Warick, R.I. Onge is engineer at WGBH-TV Boston. None have other broadcast interests. (BAL-821221EY). Action Feb. 14.

■ WPCC(AM) Clinton, S.C. (1410 khz, 1 kw-D)—Granted assignment of license from Radio Station WPCC Inc. to Laurens County Radio Inc. for $88,800. Seller is group of nine stockholders headed by E. M. Spencer, president, and Dan Lynch, general manager. Buyer: Dan Lynch (40%), Lynn W. Cooper Jr. and Ray D. Whiteford (30%) who, except Lynch, have no other broadcast interests. (BAL-821227QI). Action Feb. 15.

■ WLIC(AM) Adamsville, Tenn. (1540 khz, 2.5 kw-D)—Granted assignment of license from Dixie Communications Inc. to Thomas D. Norton for $70,000. Seller: Robert I. Vinson, president, who has no other interests. Buyer: Norton has no other broadcast interests. (BAL-821221EZ). Action Feb. 14.

■ KDOK(AM)-KNUE(FM) Tyler, Tex. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 101.5 mhz, 100 kw)—Granted transfer of control of Golden Eagle Broadcasters Inc. from stockholders to Broadcasters Unlimited Inc. for $1,775,000. Seller is principally owned by Robert M. Rogers, who has no other broadcast interests. Buyer is owned by Don R. Chaney, president (30%); B.W. Wallis, Aubrey Irby, William Fair, Wade Ridley and Isadore Roosth (14% each), who own co-located KTBB(AM), which they bought last year for $857,000 (Broadcasting, July 26, 1982). They spun off, subject to FCC approval, KDOK, for $532,500 to Turner Communications (Broadcasting, Dec. 20, 1982). (BTCH-821130FA). Action Feb. 10.

■ KATI(AM)-KAWY(FM) Casper, Wyo. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 65 kw, HAAT: 1,908 ft.)—Granted assignment of license from Casper Broadcasting Co. to Wiens Broadcasting of Casper Inc. for $415,000 plus assumption of about $960,000 note. Seller is principally owned by James Stuart and family, who are Lincoln, Neb.-based group owners of six AM's and six FM's. They bought KATI(AM)-KAWY(FM) in 1981 for $1.55 million (Broadcasting, June 29, 1981). Buyer is subsidiary of Transwestern Corp., which is owned by Thomas J. Wiens, who also owns KWDE(FM) Montrose, Colo. Wiens bought KWDE in 1981 for $341,000 (Broadcasting, May 11, 1981). (BAL-821230FK). Action Feb. 15

■ KRSC(AM) Othello, Wash. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Basin Broadcasting Corp. to Gregory D. Zaser, V.L. Zaser and J. K. Alexander Zaser for $190,000. Seller: R. D. Leary (100%), who owns 51% of KWNC(AM) Quincy, Wash. Buyer: Gregory D. Zaser (52%) and sisters, Victorene L. Zaser and J. K. Alexandra Zaser (24% each). They are all part owners of Zaser & Longston Inc., licensee of KTUU(TV) Anchorage and KTTU(TV) Fairbanks, both Alaska. (BAL-821105FK). Action Feb. 9.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Facilities changes

AM applications

Tendered

■ KWXI (1470 khz) Glenwood, Ariz.—Seeks CP to change frequency to 670 khz; increase power to 5 kw. Major environmental action under section 1.1305. Ann. Feb. 22.

■ WLWL (1500 khz) Rockhingham, N.C.—Seeks CP to change frequency to 770 khz; make changes in ant. sys. Major environmental action under section 1.1305. Ann. Feb. 22.

■ WMYF (1540 khz) Exeter, N.H.—Seeks CP to increase power to 5 kw/2.5 (ch). Ann. Feb. 25.

■ WIGS (1230 khz) Gouverneur, N.Y.—Seeks CP to change frequency to 1200 khz; increase day power to 10 kw and night power to 1 kw; make changes in ant. sys. Major environmental action under section 1.1305. Ann. Feb. 25.

Accepted

■ KLNI (1380 khz) Pearl City, Hawaii—Seeks modification of CP (BP-790330AA) to change TL. Ann. Feb. 22.

■ WRID (1160 khz) Homer City, Pa.—Seeks MP (BP-811116AA) to make changes in ant. sys. to increase height of tower and to change TL; Ann. Feb. 22.

■ WRSC (1390 khz) State College, Pa.—Seeks MP (BP-820702A0) to make changes in ant. sys. and to reduce two tower heights in three tower array. Ann. Feb. 22.

■ WDMT (1240 khz) Manitowoc, Wis.—Seeks CP to make changes in ant. sys. and change TL; Ann. Feb. 22.

FM applications

Tendered

■ WPIO (89.3 mhz) Titusville, Fla.—Seeks amendment to change frequency to 89.3 mhz and change to 7 kw. Ann. Feb. 24.

■ WEAK (900 mhz) Eddyville, Ky.—Seeks CP to increase power to 1 kw. Ann. Feb. 22.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.— Seeks CP to change TL to 483 ft. and make changes in ant. sys. Ann. Feb. 23

■ WPNR-FM (90.7 mhz) Utica, N.Y.—Seeks CP TL; change ERP; 1.10 kw; change HAAT to minus 22 ft. (H) and make changes in ant. sys. Ann. Feb. 22.

■ WQTC-FM (102.3 mhz) Two Rivers Wis.—Seeks CP to change community of license to Manitowoc, Wis.; change TL; change ERP to 2 kw; change HAAT to 373 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Feb. 22

Accepted

■ KBCU (102.3 mhz) Van Buren, Ariz.— Seeks CP to make changes in ant. sys.; change TL; decrease HAAT to 169 ft. and change TPO. Ann. Feb. 25.

■ KTIZ (96.9 mhz) Alexandria, La.—Seeks modification of CP (BPH-10348) to make changes in ant. sys.; decrease ERP to 93.8 kw; increase HAAT to 1,448 ft. and change TPO. Ann. Feb. 23.

■ WZZR-FM (95.7 mhz) Grand Rapids, Mich.—Seeks CP to make changes in ant. sys.; change TL; reduce ERP to 41 kw; increase HAAT to 554 ft. and change TPO. Ann. Feb. 22.

■ WZXQ (101.7 mhz) Gluckstadt, Miss.—Seeks modification of CP (BPH-821005AE) to change SL. Ann. Feb. 22.

■ KXEI (95.1 mhz) Havre, Mont.—Seeks CP to change TL; change ERP to 97.61 kw; change HAAT to 1,695 ft. and make changes in ant. sys. Ann. Feb. 22.

■ KVFM (95.5 mhz) Ogden, Utah—Seeks modification of CP to change SL; to request waiver of section 73.1125. Ann. Feb. 25.

■ WCVM (100.9 mhz) Middlebury, Vt.—Seeks CP to make changes to ant. sys; increase HAAT to 298 and change TPO. Ann. Feb. 23.

TV applications

Accepted

■ KTVA (ch. II) Anchorage—Seeks CP to change ERP to 50.7 kw vis. and aur. 5.07 kw. Ann. Feb. 22.

■ WTKW (ch. 16) Key West, Fla.—Seeks MP (BPCT-800811KJ. as mod.) to change TL. Ann. Feb. 22.

■ WBAK-TV (ch. 38) Terre Haute, Ind.—Seeks CP to change ERP to 2,153 kw vis., 215.3 kw aur. Ann. Feb. 22.

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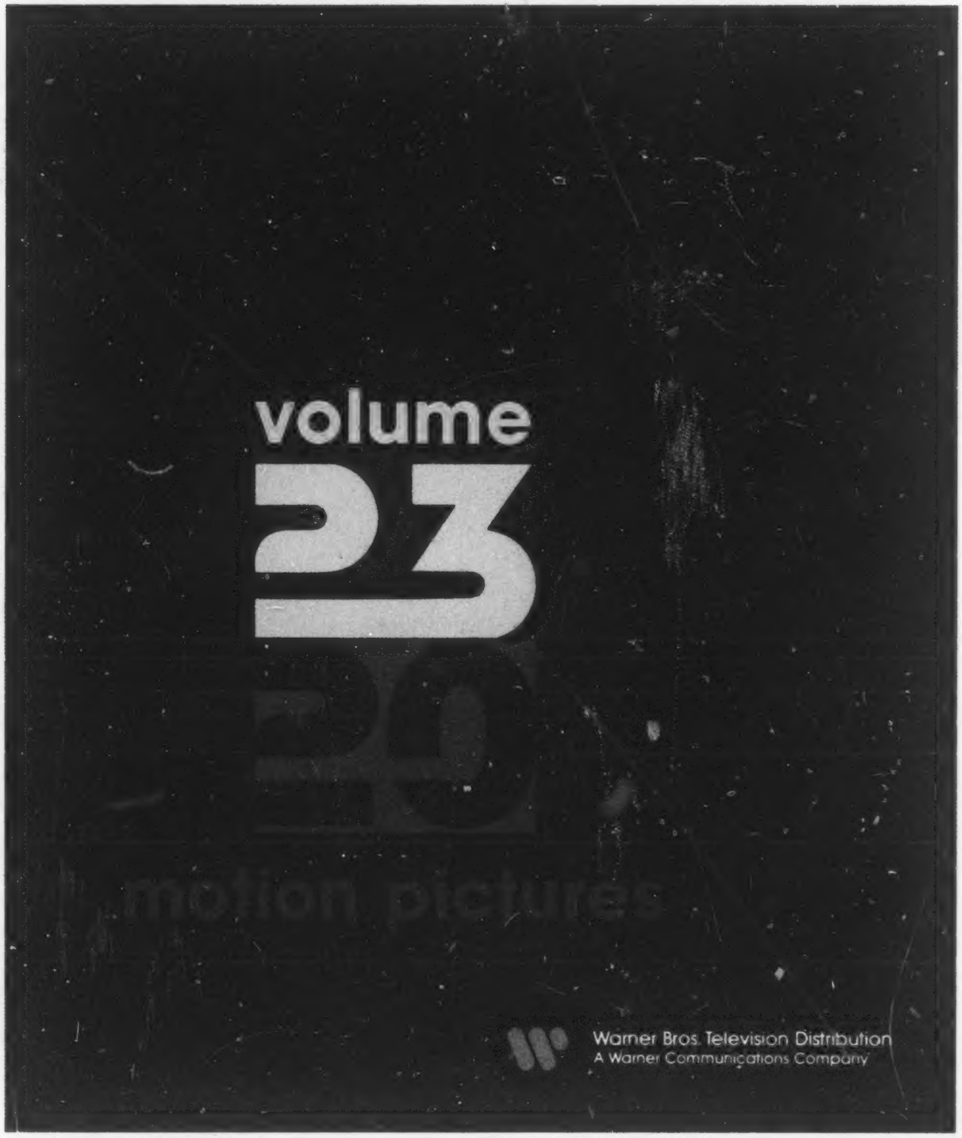
The Fifth Estate

Broadcasting Mar 14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Vol. 104 No. 11

Broadcasting▱Mar 14

Networks go a piloting in Hollywood ☐ NATPE set to open Las Vegas extravaganza ☐ Nashville's debut ☐ Foes poised for oral arguments on financial rules

SPRINGTIME IN HOLLYWOOD ☐ Three networks prepare for fall season as full-scale pilot production gets under way. **PAGE 39.**

QUELLO'S COMPROMISE ☐ FCC commissioner's idea to allow networks gradually into syndication market could steal the show at oral presentations before the FCC on the commission's proposal to repeal the syndication and financial interest rules. **PAGE 41.**

EIGHT, PLEASE ☐ FCC report on international direct broadcast satellite conference to begin in June shows U.S. will ask for eight orbital slots. **PAGE 42.**

PASSIVE OBSERVERS? ☐ Role of two cameramen filming man setting himself ablaze sets off controversy. **PAGE 43.**

ALL ABOARD ☐ CBS and NBC join ABC in expanding commercial prime time with two more national minutes and one more local. **PAGE 44.**

CABLE'S IDES OF MARCH ☐ The Copyright Royalty Tribunal's rate increase for distant signals goes into effect tomorrow. **PAGE 44.**

PARKER'S FAREWELL ☐ Everett Parker, head of the UCC's Office of Communication for nearly 30 years, retires. **PAGE 45.**

NAB ELECTIONS ☐ Twelve new members are elected to radio and TV boards. **PAGE 45.**

BRIGHTER FEATHERS ☐ For the first time since 1978, NBC profits rise. **PAGE 46.**

NATPE CONCLAVE ☐ Television program executives gather in Las Vegas for their 20th annual convention with repeal of the financial-interest and syndication rules uppermost on their minds. **PAGE 70.** A rundown of daily activities begins on **PAGE 74.** Too many shows and not enough time periods seem to be the programers' predicament this year, although many see the marketplace changing dramatically soon. **PAGE 82.** Listing of the nearly 300 exhibitors begins on **PAGE 86.**

OUTTAKE BLUES ☐ CBS outtakes from *60 Minutes* piece are center of contention by Los Angeles doctor suing for slander over CBS production methods. **PAGE 127.**

NASHVILLE HELLO ☐ Nashville Network spends $1 million in multicity bash to launch cable programing service to seven million subscribers. **PAGE 146.**

RESEARCH HOMEWORK ☐ ARF conference discussion centers on need for better research to keep up with changing society. **PAGE 158.**

SAT QUERIES ☐ Panelists at satellite symposium discuss DBS, copyright issues, piracy and international allocation problems. **PAGE 162.**

FUTURE IS NOW ☐ Twenty-eight news organizations file brief with Judicial Conference of the United States asking that cameras and microphones be allowed in federal courtrooms. **PAGE 172.**

BELL'S PATHFINDER ☐ Randy Tobias is American Bell's point man in AT&T's plans for bringing advanced information systems, including videotext, to the nation. **PAGE 199.**

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mat combines interviews and viewer call-in segments, performances and taped reports addressing the Nashville entertainment scene.

Yesteryear in Nashville follows with a look at how the country music industry has evolved. Each 30-minute episode focuses on a particular person, company or institution and uses historic film clips or audio tracks to chronicle the history of the chosen topic.

Nashville After Hours then tracks the action at a variety of popular nightspots in the city for 30 minutes each weeknight, beginning at 11:30 p.m.

An interview series, *Offstage*, airs at midnight with host Teddy Bart querying country celebrities.

After a *Nashville Now!* repeat, viewers get a weeknightly 60-minute peek at new-country talent via *Opryland on Stage*, with hosts Danny Gregg and Lisa Foster. Saturday and Sunday programing schedules are structured like the weekday schedule, with each weekend day composed of a six-hour first-run program block at night, 7 p.m. to 1 a.m., with two repeats of each program filling out the day.

The Saturday program block starts off with *Country Sportsman*, a 30-minute program that features host Bobby Lord fishing, singing and chatting with country music entertainers around the country.

The 90-minute *American Sports Calvacade* follows at 7:30 p.m. with coverage of such events as tractor pulls, rodeos, swamp buggy competitions and car races.

That's followed by *Stars of the Grand Ole Opry*, a 60-minute show featuring members of the Grand Ole Opry in concert. The program is hosted by WSM radio personality Chuck Morgan.

Next in the Saturday night lineup is a 60-minute program, *Bobby Bare and Friends:-Songwriter Showcase*. The show combines interviews between host Bare and his guests as well as performances.

The 30-minute *This week in Nashville* is next at 11 p.m. followed by *Tumbleweed Theater*, a 90-minute classic film segment that wraps up Saturday's first-run program block. *Tumbleweed Theater* will feature such film stars as Gene Autry, Tex Ritter, John Wayne and Roy Rogers.

Sunday's six-hour evening program block starts off with *Performance Plus from Popular Hot Rodding*, a 30-minute program. *Fire on the Mountain* follows at 7:30, featuring bluegrass and mountain music—both new and traditional styles.

Next on the Sunday agenda is a program hosted by Bill Anderson, *Backstage at the Grand Ole Opry*, a 30-minute behind-the-scenes look at performances and performers. The 60-minute *Gospel Music* follows at 8:30 p.m., hosted each week by a different country singer and one of his gospel-singing guests.

Canadian country artist Tommy Hunter will have his own 60-minute show on TNN, on Sunday from 9:30 to 10:30 p.m. *The Tommy Hunter Show* has been aired on the Canadian Broadcasting Corp. network for the past 18 years.

A further look at the international side of country music is featured in *That's Country*, which focuses on artists from New Zealand and Australia as well as the U.S.

One of the few noncountry-oriented TNN programs wraps up the Sunday evening program block—*Phantom of the Opry*, featuring a series of suspense and horror movies, such as *Killer Bats, Invisible Ghost* and *The 39 Steps*. □

Cowboys for a night. Enjoying the launch of the Nashville Network are (l-r): Bill Baker, Group W Chairman; Jim Detwiler, Group W mid-Atlantic accounts manager, and Bob Alter, Cabletelevision Advertising Bureau.

Ratings roundup

The record-setting performance of the special *M*A*S*H* finale gave CBS-TV an unstoppable start for the week ended March 6, leading it to a weekly average Nielsen rating of 22.9 and average share of 35—7.3 rating points ahead of ABC-TV and 8.8 ahead of NBC-TV. ABC had a 15.6/24 and NBC a 14.1/22.

*M*A*S*H* set all sorts of records in scoring a 60.3/77 for its two and a half hours (BROADCASTING, March 7). Its rating was almost twice that of the week's second-highest-rated show—*Alice*, which was *M*A*S*H*'s lead-in that evening. In fact, six of the week's programs, totaling nine hours, failed to produce ratings that, combined, could match *M*A*S*H*'s.

Between *Alice* and *M*A*S*H*, CBS won Monday night with a 55.4/71. CBS also won Thursday, Friday and Sunday nights, and ABC took Tuesday, Wednesday and Saturday.

It wasn't a great week for premiering series. ABC had three. *High Performance* turned in the best performance, a 15.4/24 at 8-9 p.m. NYT Wednesday, ahead of CBS's *Seven Brides for Seven Brothers* (13.1/20) but behind NBC's *Real People* (18.5/28). *At Ease* on Friday at 8:30-9 did a 14.8/24, down three share points from its lead-in, *Benson* (16.5/27); together, the two placed second in the hour, losing to CBS's *Dukes of Hazzard* (18.30/30) but beating NBC's *Powers of Matthew Star* (11.4/18). Following *At Ease*, *Renegades*' premiere dropped to 10.8/17, behind both *Dallas* on CBS (23.1/39) and *Knight Rider* on NBC (15.6/24).

ABC's *Tales of a Gold Monkey*, making its first appearance in the Friday 10-11 p.m. period, didn't do well there, producing an 11.2/19 and trailing both CBS's *Falcon Crest* (22.5/38) and NBC's *Remington Steele* (15.1/26).

It wasn't much of a week for series making their second, third or fourth appearances, either—with one stand-out exception. NBC's *A Team* continued to show strength in the Tuesday 8-9 p.m. spot, pulling a 20.4/30, up from 20.2/30 the week before, to take the hour from a Ringling Brothers Circus special on CBS (17.7/26) and *Happy Days* and *Laverne and Shirley* (identical 14.2/21's) on ABC. But NBC's *Bare Essence*, which follows *A Team*, dropped to 11.9/18 from 14.3/21 the week before. *Mama's Family*, also on NBC, again slipped a rating point, to 15.1/25, and another relatively new NBC entry, *Teachers Only*, declined fractionally to 11.7/20. *Wizards and Warriors*, a CBS limited series in the Saturday 8-9 p.m. period, did a 12.6/22 after premiering at 13.2/22 the week before.

The week left the season-to-date standings: CBS 18.5/29, [illegible] 17.5/27, and NBC 15.5/24. It was CBS's [illegible]th weekly win; ABC has won four weeks, NBC three.

NBC-TV announced last week it has renewed its half-hour comedy *Cheers*, for the 1983-84 season, bringing to three the number of renewals for next year. Also returning are *Hill Street Blues* and *Real People*.

The First 20

1.	*M*A*S*H (final episode)*	CBS	60.3/77
2.	*Alice*	CBS	30.7/41
3.	*60 Minutes*	CBS	26.2/41
4.	*Dallas*	CBS	25.1/39
5.	*Falcon Crest*	CBS	22.5/38
6.	*Dynasty*	ABC	22.5/37
7.	*Three's Company*	ABC	22.0/33
8.	*Simon & Simon*	CBS	21.5/32
9.	*Jeffersons*	CBS	21.0/31
10.	*Fantasy Island*	ABC	20.7/37
11.	*Hill Street Blues*	NBC	20.6/34
12.	*Fall Guy*	ABC	20.4/31
13.	*9 to 5*	ABC	20.4/31
14.	*A Team*	NBC	20.4/30
15.	*Love Boat*	ABC	20.3/34
16.	*Knots Landing*	CBS	20.2/33
17.	*One Day at a Time*	CBS	20.2/30
18.	*Magnum P.I.*	NBC	19.9/30
19.	*ABC Sunday Night Movie—Baby Sister*	ABC	19.2/30
20.	*Hart to Hart*	ABC	19.0/33

The Final Five

62.	*Voyagers*	NBC	11.1/17
63.	*Renegades*	ABC	10.8/17
64.	*NBC Monday Night Movies—The Night the Bridge Fell Down*	NBC	8.1/10
65.	*ABC Monday Night Movie—*"American Gigolo"	ABC	7.7/10
66.	*NBC Reports—Labor/Promised Land*	NBC	6.2/11

BEST AVAILABLE COPY

ARF's object: out to improve advertising's image

Role of research in effective advertising is centerpiece of three-day conference, attended by 2,000; believability and likeability in ad copy stressed

The need to develop improved advertising research in the years ahead as societal changes occur, and as media choices become extended and audiences become splintered, was explored last week during the 29th annual conference of the Advertising Research Foundation.

Approximately 2,000 research and media executives assembled at the New York Hilton last Tuesday and Wednesday (March 8-9) to hear a group of speakers who discussed cable television, the image of advertising, the shifting marketplace in the 1980's, segmentation techniques in television research, copy testing and political advertising research.

In the keynote speech, John S. Bowen, president and chief executive officer of Benton & Bowles and board chairman of the American Association of Advertising Agencies, called on advertising researchers to help dispel a notion among consumers that advertising is not informative, credible and entertaining. He cited the result of several studies concluding that the public has a low opinion of advertising in general.

As part of a five-point program to improve advertising's image, Bowen urged researchers to help the creative output through improved testing of copy for believability and likeability. He also urged the advertising industry to develop films, articles, speeches and advertising to depict what the field does and how it does it; organize a group of outstanding presenters to bring advertising's case to the public; establish a public relations campaign to coordinate and execute the program, and measure the progress over a period of time through a tracking study.

"Research has been a key in revealing a compelling need, pinpointing the parameters of the problem and in helping toward the solution," Bowen said. "Research will be essential in measuring our ability to determine if we're turning things around."

Sonia Yuspeh, senior vice president, research and planning, J. Walter Thompson U.S.A., and Tom Hall, senior vice president and creative director for JWT, gave a report on the Cableshop, an interactive shopping information service that has been tested in Peabody, Mass., for the past year. It is owned and operated by Adams-Russell, an independent multiple system cable owner. The test was co-sponsored with JWT.

Yuspeh and Hall explained that Cableshop broadcasts three to eight-minute commercials, 24 hours a day, which the subscriber can watch as aired, or telephone a request for a specific spot. Continuing research, they said, shows that many consumers will choose to watch television commercials, provided they are useful and entertaining and viewers can choose when they wish to view them; viewer attitudes toward the sponsors of the programs changed from negative to positive, and there were clear indications of marketplace action—either a request for more information, store traffic or an actual sales response.

The presenters also said that Adams-Russell plans to extend Cableshop to other cities this year and has made arrangements with cable systems in Boston, Chicago, Los Angeles and Atlanta.

Alan Wurtzel, director, news, developmental and social research, ABC Inc., stressed the need to venture beyond demographics in television research to include psychographic segmentation techniques. He explained that by segmentation he meant the classification of individuals into different groups according to some fundamental psychological characteristics or attributes.

After considerable research, he said, the audience was divided into eight cluster groups to define people in psychological terms. The eight groups were labeled "family oriented, organized participants, community leaders, other directed traditionalist, rigid and resistant, alienated, aimless and dissatisfied and liberal cosmopolitans."

Through random telephone sampling of 1,000 individuals on each project, he said, ABC for the past 18 months has conducted segmentation research to profile viewers for various dayparts, to profile various program audiences for sales and marketing purposes and to conduct research into the new technology.

Samuel Ehrenhalt, Regional Commissioner of Labor Statistics, U.S. Department of Labor, cited the numerous changes in the past decade that have affected various aspects of life style and the workplace and have implications for advertising and research. He pointed to the emergence of a service-oriented economy; the increased penetration of women and minorities into the traditional white male world of more upscale jobs; the increase in education of the work force, and the better educated workers of the baby boom generation. He predicted that these trends will continue through the 1980's.

Barbara Feigen, senior vice president and director of marketing and research, Grey Advertising, said that the traditional copy testing, consisting of recall, main idea playback and persuasion, is not sufficient. She reported that, for more than a year, Grey has gone beyond conventional copy testing and is using what it calls Brand Character PreSearch. This technique, she said, involves research to determine the competitive distinctiveness of a brand; its consistency with the brand's history and heritage, and its ability to appeal to the emotional aspirations of the target through the image it projects for the brand. □

Retail records

Local retail television advertising grew by 14% to $2,578,302,500 in 1982, according to the Television Bureau of Advertising.

Citing figures compiled by Broadcast Advertisers Reports, TVB said the largest category percentage gain was achieved by personal services (beauty shops, photo studios, legal services, etc.), which climbed by 53% to $20,367,700. Other substantial advances were posted by retail services, up 24%; public utilities and fuel dealers, up 17%; local media, up 19% and drug and food stores and automotive, both up 14%.

McDonald's Corp, with $94.1 million, was the top local advertiser, followed by Pepsico Inc. (Pizza Hut and Taco Bell), $34 million and General Mills Inc. (Red Lobster Inns), $32.9 million.

TVB noted that most co-op ad activity is credited by BAR to manufacturers and is not included in the reported information.

The top 25 local retail advertisers follow:

	1982	%chg.
1. McDonald's	$ 94,148,400	+25
2. Pepsico (Pizza Hut, Taco Bell)	34,027,000	+39
3. General Mills (Red Lobster Inns)	32,920,200	+ 7
4. Pillsbury (Burger King)	31,951,100	+51
5. Federated Department Stores	24,446,900	+24
6. American Stores	20,863,300	+ 5
7. Jerrico (Long John Silver's)	20,807,900	+ 1
8. Dayton-Hudson-Corp.	19,271,100	+18
9. Safeway Stores	18,867,300	− 4
10. Wendy's International	18,035,100	+14
11. Gulf + Western Industries	17,977,500	+ 2
12. Lucky Stores	16,817,700	+38
13. Imasco Ltd. (Hardee's, Burger Chef)	16,170,900	+10
14. R.J. Reynolds (Kentucky Fried Chicken)	15,687,000	− 1
15. BAT Industries	15,045,000	+99
16. Kroger Co.	14,672,500	+16
17. F.W. Woolworth	14,579,600	+33
18. Cotter & Co. (True Value Hardware)	14,122,500	+ 9
19. J.C. Penney	14,048,600	+23
20. Sears, Roebuck	13,812,400	+24
21. Winn Dixie Stores	13,789,500	+16
22. MGM/UA Entertainment	13,035,500	+16
23. Aamco Industries	12,878,800	+23
24. Jack Eckerd Corp.	12,374,500	+37
25. Mobil Corp. (Montgomery Ward)	11,175,200	−52

AM actions

- **KLOC** (920 khz) Ceres, Calif.—Granted CP to change hours of operation to unlimited by adding night service with 2.5 kw; install DA-2; major environmental action under section 1.1305. Action Feb. 17.

- **KBLC** (840 khz) Lakeport, Calif.—Granted CP to change hours of operation to unlimited, by adding night service with 500 kw; increase day power to 1 kw; change frequency to 840 khz, and make changes in ant. sys. Action Feb. 24.

- **KGO** (810 khz) San Francisco, Calif.—Granted CP to add MEOV's to directional antenna pattern. Action Feb. 23.

- **KHOW** (630 khz) Denver—Granted modification of CP (BP-20940, as mod.) for additional augmentation of daytime and nighttime antenna patterns. Action Feb. 23.

- **WPUL** (1130 khz) Bartow, Fla.—Granted CP to change hours of operation to unlimited by adding night service with 500 w, DA-N and make changes in ant. sys. Action Feb. 17.

- **WKIZ** (1500 khz) Cocoa, Fla.—Granted CP (BP21175) to add augmentation to standard modified pattern. Action Action Feb. 24.

- **KDEC** (1200 khz) Decorah, Iowa—Granted CP to change frequency to 1200 khz; increase nightpower to 1 kw; change TL; change from non directional to DA-2; go from share time operation to separate full time operation; make changes in ant. sys. Major environmental action under section 1.1305.

- **WSVL** (1520 khz) Shelbyville, Ind.—Granted CP to modify standard directional antenna pattern. Action Feb. 24.

- **WATT** (1240 khz) Cadillac, Mich.—Granted CP to increase radiator height to 297 ft. Action Feb. 24.

- **KVEG** (1400 khz) North Las Vegas—Granted (BP781103AL ad mod) to increase antenna power. Action Feb. 8.

- **WKIX** (850 khz) Raleigh, N.C.—Granted modification of CP (BP-820217AS) to increase day power to 50 kw and install DA-2. Action Feb. 17.

- **KBMR** (1130 khz) Bismarck, N.D.—Granted MP (BP21160 as mod) to change TL. Action Feb. 24.

- **WCGB** (1050 khz) Juana Diaz, P.R.—Granted CP to change hours of operation to unlimited by adding night service with 500 w; increase day power to 5 kw and make changes in ant. sys. Action Feb. 17.

- **WTBN** (560 khz) Brentwood, Tenn.—Granted MP (BP800307AE) to change TL contingent upon grant of BAP-820527ER. Action Feb. 18.

In contest

FCC actions

- FCC granted 1981 license renewal application of WAVY Television Inc., for WAVY-TV Portsmouth, Va., and denied objections by Media Forum of Tidewater and National Black Media Coalition that WAVY had made alleged misrepresentations to FCC and other federal agencies; violated EEO policies and practiced racial discrimination in the staffing, working conditions, scheduling and content of black-oriented programing. Action Feb. 17.

- FCC ALJ Joseph P. Gonzalez granted application of Bluebonnet Broadcasting Co. for new TV (ch. 48) Galveston, Tex., and denied competing applications of The Old Time Religion Hour Inc. and Alden Communications of Texas Inc. Ann. March 2.

- FCC ALJ Edward J. Kuhlmann granted application of Housatonic Broadcasting Co. Inc. for new commercial TV (ch. 51) Pittsfield, Mass., and denied competing applications of Berkshire Television Inc. and Pittsfield Community Television Association. Ann. March 3.

- FCC revised its procedural rules to provide that applications for review of hearing designation orders issued by staff under delegated authority will ordinarily be deferred until application for review of final review board decision in case is filed. Action March 3.

- FCC denied request that it fashion a method to select at random one of seven applicants to establish new FM at Tahoe City, Calif., before generally applicable lottery criteria and procedures are established in current rulemaking. Action March 3.

- FCC conditionally granted application of WHYY Inc. for renewal of license of noncommercial educational WHYY-TV (ch. 12) Wilmington, Del., and denied objection of Broadcast and Communications Committee of City Council of Wilmington. Action March 3.

- FCC denied without comment request by Loyola University of the South, New Orleans, licensee of Clear Channel WWL(AM) (870 khz), for review of 1982 order by Chief of Broadcast Bureau designating for comparative hearing two competing applications for adjacent frequency, 880 khz. Action March 3.

- FCC denied request that it suspend the on-going evidentiary hearing proceeding on applications to establish new FM at Santa Fe, pending outcome of rulemaking to establish lottery criteria and procedures. Action March 3.

- FCC denied without comment Tennessee Telecorporation Inc.'s application for review of Broadcast Bureau's order designating 12 applications for comparative hearing in Knoxville, Tenn., VHF "drop-in" proceeding. Action March 3.

- FCC upheld staff approval of settlement agreement among Texas Television Inc., Austin Telecasting Co., Mountain Laurel Broadcasting Inc. and Television Corporation of Central Texas—all applicants for new UHF TV at Austin, Tex. Action March 3.

- FCC granted Fetzer Broadcasting Co. tax certificate for sale of Wolverine Cablevision Inc., serving Battle Creek, Mich., of which it owns 50%. Action March 3.

- FCC affirmed the Cable Television Bureau's 1981 action denying request by King Broadcasting Co., licensee of KGW-TV (ch. 8, NBC), Portland, Ore., for waiver of FCC rules to allow it to use county-wide data to establish its status as significantly viewed in Deschutes county, Ore. Action March 3.

Legal activities

- Supreme Court upheld FCC on 1978 renewal of noncommercial KCET-TV Los Angeles, in light of its efforts to meet programing needs of hearing impaired. Supreme Court said FCC was correct in declining "to impose a greater obligation to provide special programing for hearing impaired on a public licensee than on commercial licensee." Ann. March 1.

Cable TV actions

- Suburban Cablevision granted STA for construction and operation of cable service on New Jersey Interconnect. Authorization expires May 18, 1983. Action Feb. 22.

Other

- Video and audio tape recordings of FCC open meetings, FCC tutorials and other FCC open sessions will be available to public only from private contractor, The Prism Corp., on payment of appropriate fees, beginning with oral presentations to be held before FCC March 14. Ann. March 4.

Call letters

Applications

Call	*Sought by*
	New AM's
KYXE	Tri-Co., Selah, Wash.
KRMW	Rifle Broadcast Co., Silt, Colo.
	New FM's
WCIK	Area Youth for Christ Radio, Bath, N.Y.
	New TV's
WJPR	Lynchburg Television Associates Ltd., Lynchburg, Va.
WTJP	Sterling Associates, Ltd., Gadsden, Ala.
	Existing AM's
WQTK	WKZY St. Johns, Mich.
WRNX	WEEK Easton, Pa.
WBGB	WHTZ Mt. Dora, Fla.
WRHD	WRCN Riverhead, N.Y.
WOCA	WWKE Ocala, Fla.
KABS	KADL Pine Bluff, Ark.
	Existing FM's
WJYW	WLCF Southport, N.C.
WTJY	WEEE Taylorville, Ill.
WKCA	WGCI Owingsville, Ky.
WTGQ	WKBP Cairo, Ga.

Grants

Call	*Assigned to*
	New AM's
WLPD	Mid-America Broadcasting Co., Mishawaka, Ind.
	New FM's
KEJA	South Dakota State University, Garden City, S.D.
WDCL	Western Kentucky University, Somerset, Ky.
WDNE-FM	Marja Broadcasting Corp., Elkins, W. Va.
WJRQ	Jim Johnson Enterprises Inc. Williston, Fla.
WBHA	Louis G. Gregory Baha'i Institute, Hemingway, S.C.
WSID	Broadcast Facilities Co., Sidney, N.Y.
WXDU	Duke University, Durham, N.C.
KKBS	Panhandle Communications Inc., Guymon, Okla.
	New TV's
WPAN	Fort Walton Beach Broadcasting Corp., Fort Walton Beach, Fla.
	Existing AM's
WWMG	WBIC New Bern, N.C.
WTOQ	WSWW Platteville, Wis.
	Existing FM's
KQBC	KOKL-FM Okmulgee, Okla.
WYKX	WFNN Escanaba, Mich.
WCLZ	WKXA-FM Brunswick, Me.
WMGF	WFMR Milwaukee
WJYF	WWCG La Grange, Ga.
WZEW	WHSP Fairhope, Ala.
KMML	KYTX-FM Amarillo, Tex.
KGKL-FM	KSJT San Angelo, Tex.
KCMG	KBCN Anchorage, Alaska

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

**Special temporary authorization*

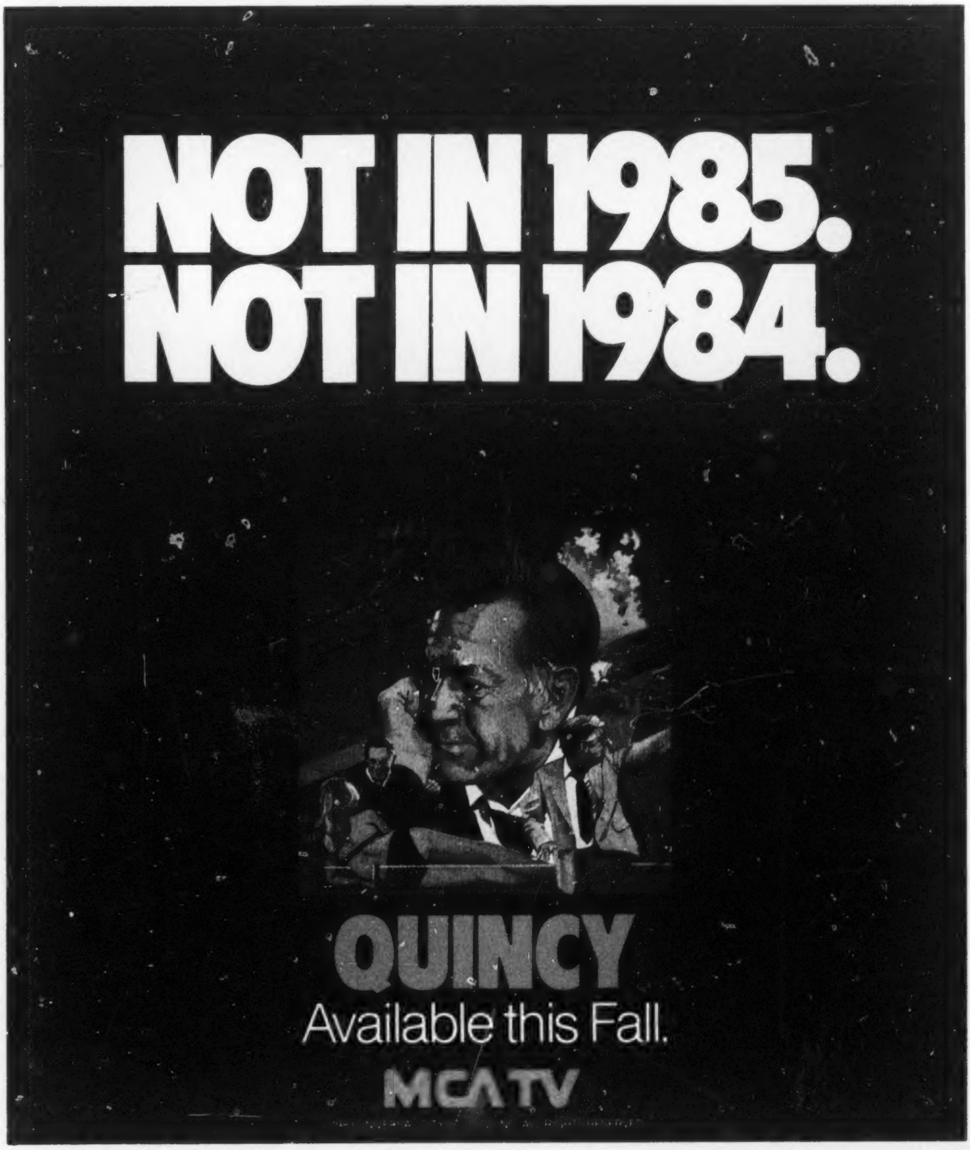
***Includes off-air licenses*

C1750-1
3/21/83

The Fifth Estate

Broadcasting Mar 21

52d Year 1983


NOT IN 1985.
NOT IN 1984.
QUINCY
Available this Fall.
MCA TV

NATPE '83

20814GARNEQ0681 WVA JUN/83
S GARNER
CONGRESSNL INFO SRV
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Vol. 104 No. 12

Broadcasting Mar 21

NATPE opens its Las Vegas show ☐ Fight over FCC's financial interest rules is verbally enjoined

APPROACHING THE BENCH ☐ Both sides in financial interest rules case present oral arguments before FCC. **PAGE 55.**

LPTV BACKLOG ☐ FCC assures applicants that lottery mechanism will speed processing, although others remain skeptical. **PAGE 60.**

ON STAGE ☐ NATPE starts rolling in Vegas with financial interest rule ever present on attendees' minds. **PAGE 74.** Agenda of events begins on **PAGE 78.** Early fringe time is prime concern of program directors. **PAGE 84.** Listing of what's available in marketplace begins on **PAGE 88.**

DARK ASPIRATIONS ☐ Proposal to FCC by Daytime Broadcasters Association for more hours of operation criticized by other broadcasters. **PAGE 130.**

ON BOARD AT NTIA ☐ David Markey, a veteran of both sides of Washington, takes over today as head of National Telecommunications and Information Administration. **PAGE 132.**

HORNS STILL LOCKED ☐ Proposal to allow some UHF spectrum to be used by land mobile operators draws their applause, but loud boos from broadcasters. **PAGE 134.**

ORION'S BELT ☐ Application to provide private international satellite telecommunications system produces questions on how it fits into existing structures. **PAGE 138.**

FOUND IN SPACE ☐ Researchers believe they have located what apparently is Satcom III, the ill-fated satellite launched then lost in late 1979. **PAGE 150.**

BATTLE LINES DRAWN ☐ Much behind-scenes lobbying goes on as both sides in teletext standards issue prepare for FCC action. **PAGE 156.**

QUARTER DIP ☐ CBS executives tell analysts first-quarter earnings in 1983 will be lower than comparable '82 quarter. **PAGE 162.**

WHAT YOU WANT ☐ UPI announces customized news service for broadcasters allowing them to choose only stories each wants. **PAGE 168.**

THE WORD: PRODUCTIVITY ☐ NAB convention next month in Las Vegas will center its theme on increasing output efficiency. **PAGE 172.**

AD CHARTING ☐ Ted Bates releases study of advertising trends in past 10 years. **PAGE 174.**

LARSENOMICS ☐ As president of NATPE, Chuck Larsen is insuring that the mortar doesn't crumble between the bricks of the association. Among his basics: streamlining business procedures, retaining expertise of past NATPE movers and shakers. **PAGE 199.**

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It's Miller's time. Miller Lite was the most remembered television commercial in 1982, according to results released by Video Storyboards Tests Inc., a New York-based ad testing company. But that recognition did not come cheaply. Although for the second year Miller Lite beer scored the highest recall among adult TV viewers, according to the study, it was far down the list of cost efficient buys. Oscar Mayer took the honors in that category, spending one-fifth of the amount Miller spent in reaching the same audience. According to David Vadehra, president of VST, telephone surveys polled 22,000 adults last year to find out "the most outstanding TV commercial they had seen." The outcome of the survey resulted in VST's yearly top-25 list. VST took its survey one step further to determine the effectiveness of campaigns by comparing viewer recall with TV spending. Four-thousand adults (balanced to region and demographics) were asked to recall commercials they had viewed in the past seven days and whether they were regular users of the product the commercial endorsed. Beer drinkers, for example, were asked what beer commercials they remembered and if they were users of the product. The percentage of users was then divided by the product's TV budget to determine cost efficiency of producing the commercial, resulting in an "average weekly retained impression." Using this method, Miller's $44.4 million spent in its Lite beer campaign reached beer drinkers at a cost of $29.86 per "thousand retained impressions," while Oscar Mayer reached its audience at $6.37. Below are the Video Storyboard rankings for 1982, as compared to 1981 figures. Advertising agencies that created campaigns are also included. TV budgets were estimated by Broadcast Advertisers Reports. An asterisk denotes brands that did not appear in last year's rankings.

1982	1981	Commercial	1982 TV spending (millions)	1982 cost efficiency
1	1	Miller Lite (Backer & Spielvogel)	$44.4	$29.86
2	2	Coca-Cola (McCann-Erickson)	38.6	8.96
3	16	Federal Express (Ally & Gargano)	19.9	22.01
4	5	McDonald's (Leo Burnett)	59.9	11.50
5	3	Pepsi-Cola (BBDO)	42.0	10.35
6	*	Burger King (J. Walter Thompson)	35.4	9.08
7	*	Budweiser Light (Needham, Harper & Steers)	31.2	41.67
8	4	Dr Pepper (Young & Rubicam)	13.3	7.83
9	*	Atari Video Games (Doyle Dane Bernbach)	46.9	NA
10	6	Bell System (N W Ayer)	66.7	18.33
11	7	Polaroid (Doyle Dane Bernbach)	31.8	13.89
12	10	Oscar Mayer (J. Walter Thompson)	11.7	6.37
13	*	Shasta (Needham, Harper & Steers)	5.3	11.33
14	*	Velveeta cheese slices (J. Walter Thompson)	13.8	NA
15	14	Tab (McCann-Erickson)	18.0	19.33
16	11	Life cereal (BBDO)	7.2	13.40
17	9	Seven-Up (N W Ayer)	24.5	10.00
18	8	French's mustard (J. Walter Thompson)	3.4	10.16
19	*	Toyota (Dancer Fitzgerald Sample	66.0	29.44
20	12	Quaker Kibbles'n Bits (J.Walter Thompson)	5.5	16.56
21	*	Levi's (Foote, Cone & Belding)	12.1	6.81
22	25	Kodak (J.Walter Thompson)	69.1	22.22
23	21	Ford (J.Walter Thompson)	107.7	32.56
24	*	MCI Communications (Ally & Gargano)	21.1	11.77
25	*	Wonder Bread (Ted Bates)	9.4	NA

and Dudley's coloring will run through April 1. Flights will vary in 88 markets and target total children and women, 18-34. Agency: A. Eicoff & Co., Chicago.

Southland Corp. ☐ 7-11/March of Dimes campaign begins in late March in 49 markets. Flight will run 10 days in early fringe, fringe and late fringe times. Target: adults, 18-34. Agency: Young & Rubicam, New York.

California Milk Advisory Board ☐ Campaign for yogurt begins in May in 10 California markets. Flight will run one week in all dayparts. Target: adults, 25-54. Agency: Foote Cone & Belding, Los Angeles.

Pittsburgh Paints ☐ Campaign for various paints begins in early April in about 65 markets. Flight will run one week in all dayparts. Target: adults, 25-54. Agency: Ketchum Communications, Pittsburgh.

Union Carbide Corp. ☐ Campaign for Glad Fun Time sandwich bags begins in April in over 50 markets. Flight will air in early fringe and fringe times. Target: total children. Agency: Leo Burnett Co., Chicago.

Tastykake Inc. ☐ Campaign for various products (cupcakes, krimpets, jrs., kandy kakes, cookies, pretzels and family packs) begins April 11 in 10 to 13 markets. Spots will run in varying flights in all dayparts. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

RADIO ONLY

Rohm and Haas Co. ☐ Campaign for Blazer soy bean herbicide begins in late March in over 500 markets. Spots will be flighted through June and target adults, 35-plus. Agency: Al Paul Lefton Co., Philadelphia.

Ed Phillips & Sons ☐ Campaign for Marquis de Lyon champagne begins in April in Wisconsin, Minnesota, Colorado, Nebraska and North and South Dakota. Flight will run through May in all dayparts. Target: adults, 18-34-plus. Agency: LaBelle & Shallbetter Inc., Minneapolis.

Air France ☐ Passenger service campaign begins in late March in New York, Chicago, Houston and Los Angeles. Four-week flight will target adults, 25-54. Agency: Kenyon & Eckhardt, New York.

Almay Inc. ☐ Campaign for cosmetic products begins this week in three markets. Four-week flight will air in morning, evening and weekend drive. Target: women, 18-54. Agency: Geer, DuBois, New York.

Callard & Bowser Inc. ☐ Campaign for candy begins in April in Boston and New York. Spots will run in all dayparts and target adults, 25-49. Agency: Lord, Geller, Federico, Einstein, New York.

RADIO AND TV

Ziebart Rustproofing Co. ☐ Campaign for spring rustproofing begins this week in Baltimore and will add 15 to 20 markets in April. Spots will run through mid-May in all dayparts. Target: adults, 25-54. Agency: Simons, Michelson Zieve, Troy, Mich.

BINGO
radio-tv BINGO
Complete "Ready to Air" Package
$595 radio $1250 tv
- OLDEST PROMOTION IN THE INDUSTRY
Over 26 years . . . 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE . . .
A complete promotional package providing sponsors the "extras" that command extra dollars.
- TREMENDOUS SPONSOR FOOT TRAFFIC . . . Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS . . .
Sponsors and listeners demand it.
- INCREASE RATINGS . . .
A proven leader in all markets.
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WORLD WIDE BINGO, INC.
[illegible]

'Thorn Birds' sellout

Advertisers banking on ratings bonanza for ABC-TV mini-series

Although reports were circulating that ABC was encountering some difficulty in selling out all spots for its 10-hour mini-series, *The Thorn Birds*, the network said last week it is "completely sold out" for *Birds* which runs in prime time from March 27 to March 30.

That was the word from Warren Boorom, vice president and general manager, sales, ABC-TV. He said the sellout was achieved by selling at the rate of $150,000 per 30-second announcement. Computing at the rate of seven minutes per hour in prime time, the total take is in the neighborhood of $21 million. Estimated cost of producing *Thorn Birds* has been reported at $20 million.

CBS and NBC have made no strong counterprograming moves on the apparent theory that *Birds* is destined to roll up blockbuster ratings. Those two networks have made minor revisions in their schedules to entice the younger audience, reasoning that *Thorn Birds* is likely to score strongly with adult audiences over 25 years old.

Advertisers were said to be skittish about sponsoring the series because one segment of the story deals with a Catholic priest who succumbs to adultery (BROADCASTING, Feb. 21). Unlike *Winds of War*, another ABC grand-scale mini-series which garnered program sponsors, *Birds* was sold on a scatter basis.

The program's potential to reach a large audience was underscored by Rick Busciglio, senior vice president and director of broadcast, McCann-Erickson, who said he expected *Thorn Birds* to attain a share of at least 40. He based his estimate on the tremendous popularity of the novel on which the TV mini-series is based, and on the high-powered promotion and advertising campaign ABC has waged. *Thorn Birds* will run from 8 p.m. to 11 p.m. on Sunday, March 27, and Wednesday, March 30, and from 9 p.m. to 11 p.m. on Monday and Tuesday, March 28-29.

Ward and Chamberlain in *Thorn Birds*

On Sunday night (March 27) 8 p.m. to 11 p.m., CBS is coasting with its regular programing, including *Archie Bunker's Place*, *Gloria*, *The Jeffersons*, *Newhart* and *Trapper John*. NBC is scheduling a three-hour movie, a theatrical remake of "King Kong."

CBS is sticking with regular programing again from 9 p.m. to 11 p.m. on Monday, March 28. The schedule opens with *Alice* and continues with *One Day at a Time* and *Cagney & Lacey*. NBC is replacing its series with a movie, *Prom Night*.

On Tuesday, CBS normally schedules a movie at 9-11 p.m. and is following that format with the showing of a repeat film, "High Anxiety." NBC is slotting a two-hour special, *The A Team*, from 8 p.m. to 10 p.m. and *Remington Steele* from 10 p.m. to 11 p.m.

On windup day, Wednesday, March 30, CBS is offering repeat specials of *Bugs Bunny Is Busting Out All Over* and *A Fat Albert Easter Special* at 8-9 p.m. and a repeat movie, *Scavenger*, 9-11 p.m. NBC will be showing *Real People* from 8 p.m. to 9 p.m.; *Facts of Life* from 9 p.m. to 9:30 p.m.; *Taxi* from 9:30 p.m. to 10 p.m. and, in a new time period, *Quincy* from 10 p.m. to 11 p.m. ☐

Ratings Roundup

With the *Winds of War* and *M*A*S*H* extravaganzas out of the way, and the Rev. Billy Graham very much around, the TV networks' prime time Nielsen ratings for the week ended March 13 sagged to one of their seasonal lows, bottoming at a combined average 48.5 rating and 76 share. Until then, they had averaged 51.5/80.

CBS-TV won the week for the 17th time this season, scoring a 17.6/28. ABC-TV, which has won four weeks, came in second again at 16.1/25. NBC-TV, which has had three weekly wins, was third with 14.8/23.

All three networks felt the effects of what researchers said was a strong dose—four hours—of Billy Graham Crusade on an ad hoc network of affiliates and independents. CBS was down almost a rating point from its season-to-date average, ABC was down 1.4 points and NBC was down seven-tenths of a point.

The week's schedule contained nothing to generate the excitement and ratings produced in recent weeks. The only first-run special, *The Hank Williams Jr. Story*, on NBC on Monday night at 9-11 NYT, took its time period with an 18.6/29.

Each network had a premiere, and all three could wish for better samplings. CBS's *Small and Frye* managed a 13.1/19 on Monday at 8:30-9 p.m., dropping four share points from its lead-in, *Square Pegs*, and, with *Square Pegs* losing the hour to both ABC's *That's Incredible* (19.9/30) and NBC's *Little House: A New Beginning* (15.5/23). *Monitor*, NBC's latest news magazine, came in with an 8.8/15 on Saturday at 10-11 p.m., behind both ABC's *Fantasy Island* (16.7/29) and "Jane Doe," the CBS *Saturday Night Movie* (14.3/24). *Search*, the start of a limited series on ABC Sunday at 7-8 p.m., had an 8.0/13 to become the lowest rated show of the week. *Search* was overwhelmed by CBS's *60 Minutes*, the week's second highest-rated show (27.1/44), which at the same time inflicted almost as much damage on ABC's *Voyagers* (9.6/16).

The First 20

1.	*Dallas*	CBS 27.7/42
2.	*60 Minutes*	CBS 27.1/44
3.	*Dynasty*	CBS 25.2/43
4.	*Falcon Crest*	ABC 23.7/39
5.	*Magnum, P.I.*	CBS 23.6/36
6.	*Jeffersons*	CBS 22.7/34
7.	*Newhart*	CBS 22.6/34
8.	*Fall Guy*	ABC 22.2/33
9.	*Simon & Simon*	CBS 21.5/32
10.	*Archie Bunker's Place*	CBS 21.3/32
11.	*Knot's Landing*	CBS 20.6/34
12.	*Love Boat*	ABC 20.3/33
13.	*Hart to Hart*	ABC 20.2/34
14.	*That's Incredible*	ABC 19.9/30
15.	*Dukes of Hazzard*	CBS 19.7/31
16.	*Gloria*	CBS 19.6/29
17.	*Three's Company*	ABC 19.5/28
18.	*Trapper John, M.D.*	CBS 19.3/32
19.	*NBC Sunday Night Movie—Nightkill*	NBC 18.6/29
20.	*Hank Williams Jr. Story*	ABC 18.6/29

The Final Five

62.	*Powers of Matthew Star*	NBC 9.5/15
63.	*Renegades*	ABC 9.2/14
64.	*Monitor*	NBC 8.8/15
65.	*Gold Monkey*	ABC 8.7/14
66.	*Search*	ABC 8.0/13

USFL off to strong start

Ratings are good and attendance more than respectable as new spring league makes its debut

Only time will tell whether the national ratings for television and cable coverage of the USFL's debut were aberrant. Suffice it to say that league and network officials were pleased with the opening-day numbers—ABC scored a 14.2 rating and a 33 share nationally for its telecast of the Sunday afternoon (March 6, 3-6:15 p.m.) season opener between the L.A. Express and the New Jersey Generals at Los Angeles, while ESPN's national cablecast of the Michigan Panthers-Birmingham Stallions contest Monday, March 7, captured a 5.0 rating within that network's subscriber universe of 25 million.

By comparison, CBS scored a 3.7/19 for

Bates study tracks rising media costs

Advertising costs in 1982 outpaced consumer price index; same expected in '83

Ted Bates Advertising, New York, has some sobering news for inflation fighters: Media costs, which had abated in 1981, galloped ahead of the Consumer Price Index in 1982—and the cost per thousand (C-P-M) is expected to outrun the CPI again in 1983.

Bates's annual analysis shows that in 1980 and 1981 advertising costs, particularly in television and radio, grew at a rate generally below the CPI increases. But in 1982 the trend reversed itself.

While the CPI in 1982 rose by 6%, daytime network TV C-P-M's climbed by 9%; evening network TV by 24%; spot TV by 9%; network radio by 7%, and spot radio by 6%. In the print media, C-P-M's for magazines increased by 8%, supplements by 12%, newspapers by 10% and outdoor by 10%.

The Bates analysis, prepared by the media information and analysis division of its media-programing department, tracks trends in unit costs, audience, national expenditures and C-P-M's for nine media segments. The new report provides data from 1975 through 1983.

For 1983, Bates compares the estimated 6% increase in the CPI with the nine media and concludes the C-P-M's will be higher on average. Bates projects for TV "more moderate gains than in 1982," but still higher, with 8% for daytime, 10% for evening network and 8% for spot. The agency predicts that the radio C-P-M increase will accelerate slightly—10% for network and 7% for spot.

In the print sector for 1983, Bates estimates that the C-P-M gain will be 6% for outdoor, supplements and magazines and 10% for newspapers.

Appraising the overall jump in media costs, Bates comments: "How long media C-P-M increases can continue at such a high rate is a key question, especially when the rate of inflation appears to be moving at a 'moderate' pace. The answer to that question appears to be quite elusive, and to quote an overused cliche, 'Only time will tell.' "

The report says that between 1975 and 1982 unit costs increased in daytime network television by 125%; in evening network, 141%; spot TV, 91%; magazines, 75%; newspapers, 95%; supplements, 93%; spot radio, 134%; network radio, 123%, and outdoor, 120%.

During the same seven-year span, according to Bates, audiences for daytime network TV declined by 6%; evening network TV fell by 6%, while spot TV rose by 8% spot radio by 42%, and network radio increased by 34%. Magazines dipped by 1% while other print media grew—newspapers by 2%, supplements by 5% and outdoor by 14%.

In exploring cost-per-thousand trends from 1975 through 1982, Bates points out that daytime network TV C-P-M's swelled by 135%, evening network TV by 151%, spot TV by 76%, spot radio by 64%, network radio by 66%, magazines by 77%, newspapers by 91%, supplements by 83% and outdoor by 91%. □

Cost-Per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100	100	100	100
1976	125	108	125	102	110	103	112	110	106	105
1977	161	136	131	111	119	122	122	119	115	112
1978	174	149	131	122	129	124	129	129	127	122
1979	182	167	143	131	139	134	135	135	142	135
1980	203	190	154	147	153	147	145	144	157	153
1981	218	203	162	164	173	163	155	155	173	169
1982	238	251	176	177	191	183	164	166	191	179
1983 (est.)	258	276	190	189	210	193	176	182	202	189

Unit Cost Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor
1975	100	100	100	100	100	100	100	100	100
1976	117	109	127	103	110	103	118	105	108
1977	146	138	134	111	121	119	133	120	119
1978	162	155	137	121	132	128	147	131	133
1979	177	174	157	131	143	139	163	140	147
1980	200	204	175	146	157	153	184	160	164
1981	206	208	184	162	175	171	208	189	182
1982	225	241	191	175	195	193	234	223	220
1983 (est.)	243	252	204	187	214	204	263	256	238

Audience Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor
1975	100	100	100	100	100	100	100	100	100
1976	93	100	102	101	101	100	105	96	101
1977	91	101	102	101	101	97	109	100	102
1978	93	104	105	100	102	103	114	102	103
1979	97	104	110	100	103	103	120	102	103
1980	99	107	114	100	103	104	127	111	104
1981	95	103	114	99	101	105	134	122	105
1982	94	96	108	99	102	105	142	134	114
1983 (est.)	94	92	107	99	102	105	149	141	116

National Expenditure Trends

	Day Net TV	Spot TV	Magazines	Newspapers	Net Radio	Outdoor
1975	100	100	100	100	100	100
1976	124	133	122	123	120	115
1977	150	136	148	137	132	132
1978	172	161	177	146	148	140
1979	199	177	200	171	160	161
1980	222	201	215	193	185	165
1981	242	230	241	224	215	190
1982	270	260	260	252	235	211

Tables report trends in index form, with 1975, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements and 100 showing for outdoor through 1981; 1982-83 based on increases in 50 showing. Audience levels and CPM's are based on women 18+ for day network, total persons 2+ for evening network; TV households for spot TV, persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A.C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. Figures for 1983 are Ted Bates's estimates. CPI is based on increases in yearly average rather than December to December.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Jr.; Robert E. Lee Jr.; M. Scott Edwards; Stanley E. Dixon; Joseph E. Dixon; James M. Eason, and Terrence N. Evans (10% each). Samuel Cooper is general manager of WWDR-AM-FM. Filed March 2.

- WLAR(AM) Athens, Tenn. (1450 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Athens Broadcasting Corp. to James C. Sliger for $200,000. Principals: Seller is principally owned by Steve H. Snowden, president. It has sold, subject to FCC approval, WUCR(AM) Sparta, Tenn. (Broadcasting, March 7), and WMCC(FM) Etowah, Tenn., and is applicant for new FM at Clarksville, Va. Buyer owns WJSQ(FM) Athens, Tenn. Filed March 1.

- WMCC(FM) Etowah, Tenn. (103.1 mhz, 3 kw, HAAT: 14 ft.)—Seeks assignment of license from Athens Broadcasting Corp. to Ketron Broadcasting Inc. for approximately $150,000. Seller is principally owned by Steve H. Snowden, president. He bought station from Ketron last year and is now transferring WMCC back to Ketron in lieu of debt. He has also sold, subject to FCC approval, WLAR(AM) Athens, Tenn. (see above), WUCR(AM) Sparta, Tenn. (Broadcasting, March 7) and is applicant for new FM at Clarksville, Va. Buyer is owned by Charles R. Ketron, president, who also owns WCPH(AM) Etowah. Filed Feb. 17.

1983
CLOSINGS

KMHT (AM/FM)
Marshall, Texas
$1,100,000

KJIM
Ft. Worth, Texas
$490,000

KTER
Terrell, Texas
$270,000

George MOORE
AND ASSOCIATES

MEDIA BROKERS AND APPRAISERS

6116 N. CENTRAL EXPRESSWAY SUITE 712
DALLAS, TEXAS 75206 214/361-8970

- KCIK(TV) El Paso (ch. 14, 380 kw vis., 36.3 kw aur., HAAT: 1,980 ft.)—Seeks transfer of control of The Cristo Rey Corp. from Missionary Radio Evangelism (80% before; none after) to Santa Fe Communications Inc. (none before; 80% after). Consideration: $600,000 and assumption of $2 milion in liabilities. This completes transfer of station begun last year with sale of 20% of station to Santa Fe affiliate, De Rance Inc. (Broadcasting, June 14, 1982). Seller: Nonprofit corporation headed by E. Alex Blomerth, president. It has no other broadcast interests. Buyer: Nonprofit corporation, controlled by Harry G. John, who also has interest in KBSA-TV Guasti, Calif. and KCFM(FM) Florissant, Mo. Filed Feb. 28.

Actions

KTNM(AM)-KQAY(FM) Tucumcari, N.M. (1400 khz, 1 kw-D, 500 w-N; FM: 92.7 mhz; 3 kw; HAAT: 64 ft.)—Granted assignment of license from Rodmar Inc. to Sagebrush Communications Inc. for $810,000. Seller is Robert B. Roddy and Wayne E. Marcy (50% each). Marcy owns KKBK(AM) Aztec, N.M. Buyers are Johnnie S. Cain, Linda L. Haldane (34% each), Vanita L. Menapace (20%) and Scott W. Roddy (12%). Cain and Haldane are principals in KDHN(AM) Dimmit, Tex. Menapace and Roddy are employed at KTNM-KQAY, but hold no ownership interests. (BAL,H-821217EQ,ER). Action March 1.

- WAIM-TV Anderson, S.C. (ch. 40, 135-kw vis., 26.9 kw aur.; HAAT: 380 ft.)—Granted assignment of license from New South Television Corp. to Mark III Broadcasting Inc. for $200,000. Sellers: Frank L. Outlaw (75%) and Robert B. Nations (25%), who also own co-located WAIM-AM-FM. WAIM-TV has been dark since May 1979, when equipment failures knocked station off air. Buyer: Anthony C. Kupris, president (83%), and family. Kupis owns WMBB(TV) Panama City and is permittee of new LPTV at Tallahassee, Fla. He also is limited partner for new TV at Little Rock, Ark. (BALCT-821022EB). Action Dec. 28, 1982.

Facilities changes

AM applications

Tendered

- WWMG (1380 khz) New Bern, N.C.—Seeks petition for reconsideration: CP to change city of license to Trent Woods, N.C., change hours of operation to unlimited by adding night service with 5 kw; install DA-N; change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 10.

- WDNY (1600 khz) Dansville, N.Y.—Seeks CP to increase day power to 1 kw. Ann. March 7.

- WCOR (900 khz) Lebanon, Tenn.—Seeks CP to increase power to 5 kw and install DA-D. Ann. March 7.

Accepted

- KXXX (790 khz) Colby, Kan.—Seeks CP to make changes in ant. sys. Ann. March 11.

- WELL (1260 khz) Albion, Mich.—Seeks modification of license to change SL and to operate main DA-N trans. by RC from proposed SL. Ann. March 7.

- WCPQ (1330 khz) Havelock, N.C.—Seeks CP to increase ant. height. Ann. March 7.

In contest

FCC actions

FCC ALJ John H. Conlin granted applications of Gilmore Broadcasting Corp. for renewal of KODE-TV Joplin, Mo., and Mid-Continent Telecasting Inc. for renewal of KOAM-TV Pittsburg, Kan. Decision determined that stations did not engage in anticompetitve practices by combining or conspiring to arrange their commercial advertising rates, as previously alleged. ALJ did find that KODE-TV did, however, charge political candidates higher rates than station's lowest unit charge for same class and amount of time, but judge concluded overcharges were unintentional and that station had promptly rectified errors once they were discovered.

Other

Thomas C. Spavin, former senior economist with Department of Justice, Antitrust Division, has been named Deputy Chief of FCC's Office of Plans and Policy.

Call letters

Applications

Call	Sought by
	New FM's
KRIJ	JIBO Broadcasting Corp., Paradise, Calif.
KPSN	Millard Quick Jr., Payson, Arizona
	Existing AM
WTZX	WUCR Sparta, Tenn.
	Existing FM
*KCDS	KPRN Angwin, Calif.
	Existing TV's
KDVR	KTMX-TV Denver
WPMT	WSBA-TV York, Pa.
WDLI	WJAN Canton, Ohio
KPDX	KLRK Vancouver, Wash.

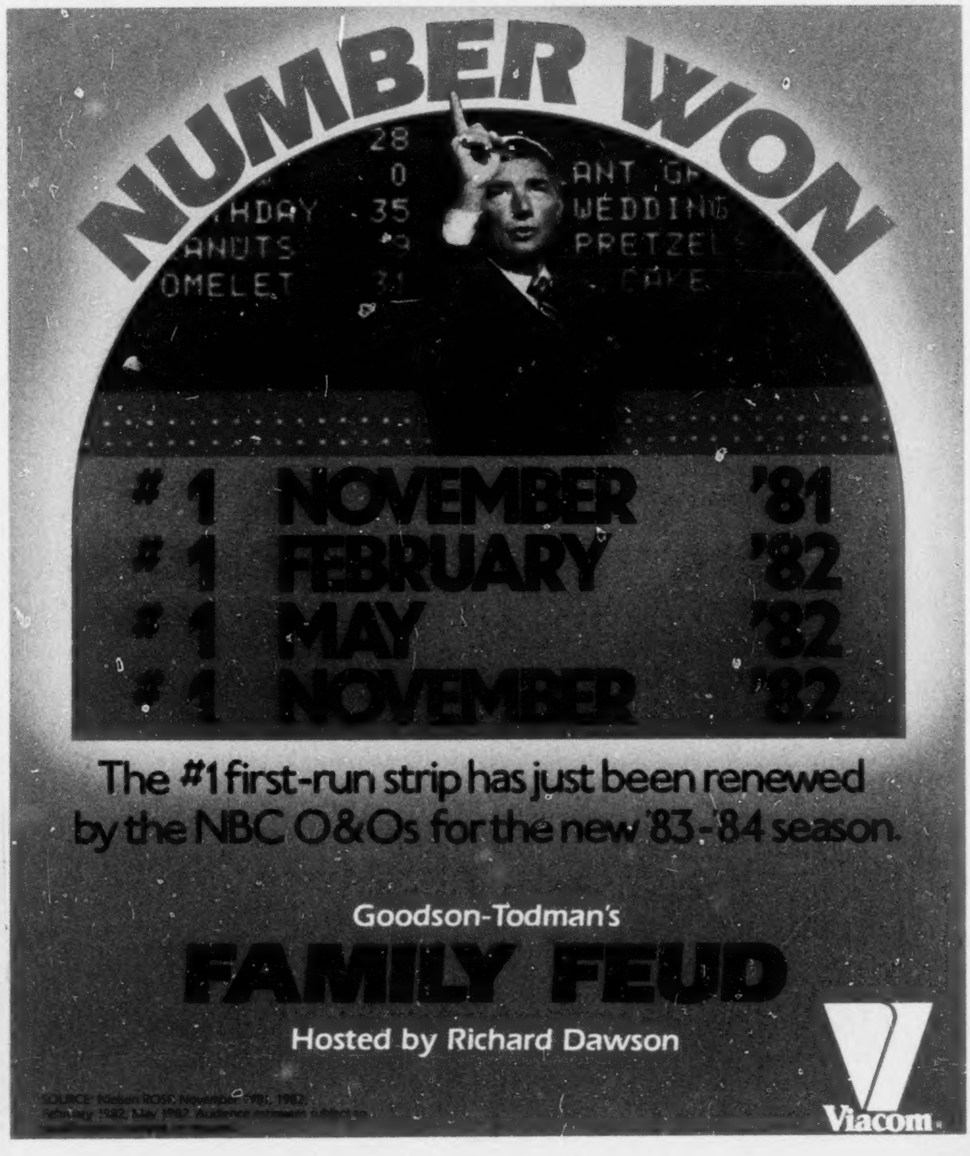
Grants

Call	Assigned to
	New FM's
WJAM-FM	Marion Communications Inc., Marion, Ala.
KCRP	Carole R. Prenter, Rosamond, Calif.
WLVO	Mary Ellen Burns, Mt. Zion, Ill.
*WMAB-FM	Mississippi Authority for Educational Television, Mississippi State, Miss.
KFLN-FM	Empire Broadcasting Corp., Baker, Mont.
KKRB	Wynne Broadcasting Co., Klamath Falls, Ore.
WLDY-FM	Flambeau Broadcasting Co., Ladysmith, Wis.
	Existing AM's
KPRD	KWTC Barstow, Calif.
KHYV	KBEE Modesto, Calif.
KSES	KYUC Yucca Valley, Calif.
	Existing FM's
KCAQ	KACY-FM Oxnard, Calif.
KBYQ	KNTL Sweet Home, Ore.
WVOZ-FM	WOLA-FM Carolina, P.R.

C1750-1
3/30/83

The Fifth Estate

Broadcasting Mar 28


NUMBER WON

#1 NOVEMBER '81
#1 FEBRUARY '82
#1 MAY '82
#1 NOVEMBER '82

The #1 first-run strip has just been renewed by the NBC O&Os for the new '83-'84 season.

Goodson-Todman's

FAMILY FEUD

Hosted by Richard Dawson

SOURCE: Nielsen ROSP, November 1981, 1982, February 1982, May 1982. Audience estimates subject to [illegible]

Viacom
28
0
THDAY 35
ANUTS
OMELET 31
ANT GF
WEDDING
PRETZEL
CAKE

20814GARNEQ6681 WVA JUN/83
S GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

52d Year 1983

Vol. 104 No. 13

Broadcasting ▪ Mar 28

NATPE's inauspicious confab in Vegas ☐ Metromedia's ad hoc proposal ☐ Lorimar buys K&E

DOWNBEAT CONVENTION ☐ NATPE's '83 show is less than rousing success. Finger points to few new programing ideas, little substance on panels and absence of heavy hitters on agenda. **PAGE 31.**

AD HOC BEGINNINGS ☐ Metromedia is putting the wheels in motion for a once-a-month network; Embassy Network would go quarterly. **PAGE 33.**

CONGRESSIONAL CAVEAT ☐ Waxman and Wirth introduce bill that would freeze present FCC financial-syndication rules and PTAR. **PAGE 34.**

MDS SHOWDOWN ☐ Multichannel MDS proponents want FCC to set aside ITFS spectrum for their use, which is not to the liking of present and potential users of that spectrum. **PAGE 35.**

TARGETED BUY ☐ Lee Rich's Lorimar Productions buys Kenyon & Eckhardt for $21 million. **PAGE 36.**

NATPE NEWS ☐ Few-first run offerings make NATPE's program bazaar less than smashing success. *Thicke of the Night, Love Connections* and *Newscope* among the most popular. **PAGE 48.** Session with four FCC commissioners finds not all march to the beat of Chairman Mark Fowler. **PAGE 52.** Commissioner Dawson talks of reviewing financial rules in context of entire video marketplace. **PAGE 54.** Katz executives discuss inventory control as key to program strategy. **PAGE 58.** Arguments for and against repeal of the financial interest and syndication rules are revisited. **PAGE 60.** Silverman and Frank highlight TV critics session on views of future networking. **PAGE 62.** International market small but growing area for sales and co-productions. **PAGE 67.** Research, promotion and localism seen as keys to dominance. **PAGE 68.** Cheers for ad hoc networks come from independents who see them as way to compete with the three major broadcast networks. **PAGE 70.** NATPE takes a look at the new technologies and programing possibilities therein. **PAGE 72.** ABC, NBC and CBS review and preview programing highlights with their affiliates. **PAGE 74-76.** Cooperation urged among cable operators, programers and broadcasters. **PAGE 77.**

SPACE SALE ☐ Court will review domestic satellite policy to see whether transponders can be sold. **PAGE 83.**

S. 66 POSTPONED ☐ Democrats want more time to examine bill. Both sides in compromise, NLC and NCTA, believe pact will hold. **PAGE 86.**

CABLE'S BEATING ☐ FCC financial figures for 1981 show revenues way up and profits way down for cable industry. **PAGE 91.**

DIGITAL JOCKS ☐ Sony Corp., in an effort to spur audio digital disk sales, is lending new technology to FM radio stations in 20 major markets. **PAGE 95.**

THORNY TIMING ☐ Mini-series that features priest's adultery receives criticism from some quarters for its scheduling during Christian Holy Week. **PAGE 96.**

A DRAMATIZATION

NUCLEAR FALLOUT ☐ *Special Bulletin,* NBC's movie on national media coverage of atomic age terrorism, draws 1,255 complaints to network. **PAGE 97.**

TEAMWORK ☐ Programing talents of Kent Burkhart and Lee Abrams have proved winning combination for their clients and helped them to top rank of radio program consultants. **PAGE 123.**

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being offered by the network and expanded programing it expects to offer in the future." The name UPI Audio, Rice noted, dates to 1958 when UPI started offering voice reports and actualities to radio stations. He said the new name recognizes that "we have moved far beyond that early start, with the addition of hourly newscasts, live business reports and sportscasts, features and public affairs programs."

ABC additions

ABC Radio announced last week that its Direction Network has gained 25 new affiliates. Among the most recent additions are WIGO(AM) Atlanta, WMRE(AM) Boston, WRR(FM) Dallas, KLZ(AM) Denver and KKYX(AM) San Antonio, Tex. The Direction Network now has 176 affiliates.

Satellite roundup

With 1983 well under way, many broadcasters are now faced with decisions on whether to buy a satellite dish and, if so, which network to receive. Listed below are the major networks and program services along with the name of satellite and transponder used as well as an affiliate count (in some cases, an approximate number).

Three broadcast companies, ABC, CBS and NBC, plan to begin using RCA Americom's Satcom I-R satellite as soon as it becomes operational, which is expected to be sometime between April 1 and 12.

The RKO Radio Networks will move from Western Union's Westar III satellite to Satcom I-R in September. The Westar system delivers programing in an analog mode while the Satcom system transmits signals digitally.

Network	Satellite & transponder	Affiliates
ABC Radio Networks (Contemporary, Direction, Entertainment, FM, Information, Rock)	Satcom I, 23	1,850 (combined)
Talkradio (2 systems)	Satcom I, 23 Westar III, 4	
	(ABC will retain same transponder when it switches to Satcom I-R later this year. Talkradio will remain on two satellites for at least the remainder of 1983.	
Associated Press Radio	Westar III, 1	1,100
CBS Radio Network	Satcom I-R, 19	520 (combined)
RadioRadio	Satcom I-R, 19 (beginning in July)	
Music Country Network	Westar III, 1	81
Mutual	Westar IV, 1D and 2D	850
NBC Radio Network	Satcom I, 12	675 (combined)
The Source	Satcom I, 12	
Talknet (2 systems)	Satcom I, 12 Westar III, 1	
	(When NBC switches to Satcom I-R it will move to transponder 19. Talknet will move completely to Satcom system during first half of 1984).	
National Black Network (Service to Atlanta, Chicago, Dallas, Los Angeles and San Francisco)	Westar 1	106
	(NBN will announce full satellite distribution plans within the next two months.)	
National Public Radio	Westar IV, 1D and 2 D	279
RKO Radio Networks (One and Two)	Westar III, 1 and 4 (Switching to Satcom I-R, 19, in September.)	350
Satellite Music Network (Starstation, Country Coast-to-Coast, Stardust	Satcom III-R, 3	180 (combined)
Transtar Network	Westar III, 2	41
UPI Radio Network	Westar III, 1	1,130
Wall Street Journal Report	Westar III, 1	78

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is principal in WTSO(AM)-WZEE(FM) Madison, Wis., plus various cable systems. KTYD is on 99.9 mhz with 34 kw and antenna 550 feet above average terrain.

WNAU(AM)-WOKM(FM) New Albany, Miss. □ Sold by Tallahatchie Broadcasting Corp. to Dixie Broadcasting for $735,000. **Seller** is owned by William O. Rutledge (28%), president, and four others. None have other broadcast interests. **Buyer** is a partnership of William Dunnavant, Albert Bush and Athens Broadcasting Co., which is licensee of WJMW(AM)-WZYP(FM) Athens, Ala., and of which Dunnavant owns 22.2%. WNAU is on 1470 khz with 500 w full time. WOKM is on 103.5 mhz with 36 kw and antenna 79 feet above average terrain.

WKAP(AM) Allentown, Pa. □ Sold by WKAP Inc. to LWB Allentown Corp. for $650,000. **Seller** is subsidiary of Jacksonville, Fla.-based Gulf United Broadcasting, group owner of four AM's, six FM's and three TV's, which last year bought KOOL-TV Phoenix for $78 million (BROADCASTING, June 22, 1982) and sold WVOJ(AM) Jacksonville, Fla., for $600,000 (BROADCASTING, Sept. 27, 1982). **Buyer** is owned through subsidiaries by James E. Moltz, chairman and president (11.6%), and over 40 others, whose other broadcast interests include WLAG(AM)-WWCG(FM) La Grange, Ga.; WHLI(AM)-WKJY(FM) Hempstead, N.Y., and WJYI(AM) Marietta, Ga. WKAP is on 1320 khz with 5 kw day and 1 kw night.

WHYW(AM) Braddock, Pa. □ Sold by Benns Communications Inc. to Christian Religious Enterprises Inc. for $500,000. **Seller** is principally owned by Robert A. Benns and family, whose other broadcast interests are WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va., WFLI(AM) Lookout Mountain and WJTT(FM) Red Bank, both Tennessee. They bought WHYW along with co-located WHYW-FM last year for $3 million (BROADCASTING, June 14, 1982). **Buyer** is group of seven member churches headed by J. Alfred Van Winsett, chairman. He is pastor of Ebenezer Baptist Church, Pittsburgh. WHYW is 1 kw daytimer on 1550 khz.

□ Other approved station sales include: KLMC(FM) Leadville, Colo.; WAPR(AM) Avon Park, Fla.; WMRC(AM) Milford, Mass.; WIMG(AM) Trenton, N.J., and WHSM-AM-FM Hayward, Wis. (see "For the Record," page 102).

Business

Cable took a beating in '81

Just-released FCC financial figures show 79% drop in profits from year before

The FCC's 1981 cable television financial figures contain a little good news and a little bad news for the industry. The good news is that operating revenues reached $3.589 billion in 1981, a 60% increase over 1980. The bad news, however, is that net income before taxes plummeted to $40 million, a 79% drop from the $168 million attained the year before.

Industry representatives, however, were quick to maintain that cable profits, which had dipped 15.7% in 1980 (BROADCASTING, Feb. 1, 1982), were sure to rebound. The 1981 figures, they said, reflected a temporary industry phase: A high rate of construction whiplashed by soaring interest rates and inflation.

The figures, projected by the commission from the accurate filings received covering 88% of all cable subscribers, otherwise do demonstrate growth. Total industry assets had a book value of $7.9 billion in 1981, a 78% increase over the year before. The number of subscribers increased 39.6% to $23.7 million. And pay revenues rose to $1.17 billion (32.6% of total revenues) a 103% increase from the $575 million generated by pay in 1980.

The figures, which will probably be the last (the FCC has proposed to stop requiring data altogether), also indicate that the average monthly rate for basic service was $7.94, ranging from an average low of $6.50 in Vermont to a high of $20.01 in Alaska. The average installation fee was $18.32 ranging from $11.45 in Rhode Island to $40 in the Virgin Islands. The average monthly rate for pay service was $9.56, ranging from $6 in the Virgin Islands to $12.93 in Alaska.

According to the numbers the FCC actually received, interest expenses increased to $399.3 million from $202.7 million, a 96.9% increase. Depreciation and amortization expenses shot up to $599.9 million from $399 million, a 50.3% increase. Payments to pay cable suppliers rose to $423.4 million from $222 million, a 90.7% increase.

California reported the most subscribers (2.3 million). New York (1.6 million) and Pennsylvania (1.4 million) were next in the number of two and three spots.

California operators also reported the highest profits ($34.7 million). But while New York came close with $24.6 million, Pennsylvania ($7.3 million) lost the profit race to Washington, whose operators reported $12 million—all from serving 504,958 subscribers.

The number of states posting cable losses also increased. While 12 states reported losing money in 1980, 17 were in the red in 1981. Leading the losers were Georgia ($25 million in the hole), Ohio ($22.6 million) and Florida ($15.2 million).

Ed Dooley, vice president of public affairs for the National Cable Television Association, was among those predicting that a rosier profit picture lay ahead. Cable construction would result in a 60% increase in a new plant from 1982 to 1987, he said, but construction costs—for building new systems and rewiring old ones—peaked last year. The industry is already moving from a "construction phase" to a "marketing and management phase," a move that will permit operators to start reaping revenues from the new and improved plant in place, he said. "As the construction phase winds down, the near-term potential for substantial profit is very bright," he said. State-by-state figures appear on the following pages. □

Bottom Line

Public monies Public station WNET(TV) New York recently completed its most successful membership and fundraising drive in history. Over 16-day perod station (March 5-20), station raised $2.36 million, up 16% from year ago and just short of this year's stated goal of $2.5 million. Close to 54,500 pledges were received (up15%), with average pledge of about $43, more than $8 higher than station's basic membership fee of $35.

□

Stock offering. Multimedia Inc., Greenville, S.C., has filed with Securities & Exchange Commission for public offering of 1,621,282 shares of common stock. Price is set firm at $31 per share. Multimedia said proceeds would be added to general funding of pending acquisition to swap cable systems it owns in North Carolina for cable systems in Oklahoma owned by American Television & Communications (BROADCASTING, Feb. 7), plus service of short-term debt and expansion of existing cable systems. Multimedia owns 12 radio stations, five TV's, 13 daily and 24 nondaily newspapers. Goldman, Sachs & Co. is managing underwriter. Multimedia also said 1.2 million shares of offering will be new stock, and balance will be stock currently held by existing shareholders.

BEST AVAILABLE COPY

A state-by-state tracking of cable

State	1981 subscribers	1980 subscribers	% change	1981 operating revenues	1980 operating revenues	% change	1981 pay TV revenues
Alabama	407,606	330,840	23.2	63,985,891	44,648,004	43.3	18,804,305
Alaska	16,478	13,504	22.0	6,417,358	4,571,515	40.4	1,800,528
Arizona	109,690	120,162	−8.8	18,351,718	16,614,189	10.5	5,023,758
Arkansas	276,157	209,609	31.5	42,238,925	23,469,365	79.9	9,797,088
California	2,335,927	1,952,052	19.6	372,295,691	276,234,640	34.8	111,746,432
Colorado	186,757	132,242	41.2	28,743,152	15,821,771	81.7	11,314,752
Connecticut	394,180	318,335	23.8	55,518,873	40,066,654	38.6	11,520,733
Delaware	123,309	109,009	13.2	18,007,988	14,818,712	21.5	4,497,119
Florida	1,141,672	876,132	30.0	182,774,974	116,569,644	56.8	65,757,962
Georgia	542,209	387,961	39.8	91,572,371	58,619,887	56.2	27,062,352
Hawaii	161,533	125,457	28.8	19,737,701	16,074,052	22.8	1,776,127
Idaho	101,816	72,321	40.8	14,105,868	9,144,070	54.3	4,164,871
Illinois	616,007	480,112	28.3	85,682,242	60,948,696	40.6	29,947,540
Indiana	419,485	317,923	31.9	63,880,638	41,409,446	54.3	21,852,461
Iowa	337,761	260,240	29.8	54,044,616	35,010,443	54.4	21,689,924
Kansas	336,276	290,223	15.9	49,333,322	35,292,586	39.8	15,072,779
Kentucky	300,214	234,212	28.2	39,417,144	34,987,408	12.7	7,613,432
Louisiana	491,424	294,539	66.8	67,439,811	35,711,604	88.8	23,672,021
Maine	105,014	106,443	−1.4	15,499,060	13,152,096	17.8	4,499,095
Maryland	125,041	110,043	13.6	17,041,016	14,992,835	13.7	4,551,190
Massachusetts	406,415	344,532	17.9	58,001,521	42,135,476	37.7	16,728,558
Michigan	622,583	466,124	33.6	92,844,698	57,616,811	61.1	35,844,192
Minnesota	227,684	195,859	16.2	31,488,551	23,111,148	36.2	8,406,526
Mississippi	231,737	241,471	−4.1	33,843,578	30,755,771	10.0	8,968,600
Missouri	299,082	191,052	56.5	39,527,187	20,749,726	90.5	14,537,137
Montana	101,131	101,392	−0.3	18,004,829	14,275,678	26.1	4,100,753
Nebraska	145,637	107,748	35.1	22,017,846	14,846,539	48.3	7,029,056
Nevada	55,911	44,706	25.0	9,183,377	6,063,590	51.5	3,464,394
New Hampshire	106,690	86,379	23.5	13,583,431	10,148,368	33.8	1,952,311
New Jersey	823,813	549,659	49.8	140,619,951	78,038,864	80.2	58,563,968
New Mexico	165,496	125,997	31.3	25,723,340	18,103,199	42.1	7,578,268
New York	1,654,432	1,187,297	39.3	289,456,068	168,831,732	71.4	114,951,353
North Carolina	464,777	339,051	37.1	65,648,461	44,400,125	47.9	21,248,899
North Dakota	68,991	60,713	13.6	10,595,437	7,323,178	44.7	2,273,179
Ohio	1,072,468	818,053	31.1	151,026,663	107,343,426	40.7	55,302,902
Oklahoma	401,489	326,011	23.2	63,729,017	41,316,211	54.2	25,195,770
Oregon	270,362	195,301	38.4	40,504,609	23,633,091	71.4	12,106,356
Pennsylvania	1,498,011	1,334,156	12.3	180,645,489	142,227,720	27.0	53,105,947
South Carolina	254,142	176,649	43.9	39,076,322	24,989,184	56.4	12,519,187
South Dakota	64,744	55,474	16.7	9,204,277	6,282,165	46.5	2,374,785
Tennessee	325,040	250,489	29.8	58,506,303	36,655,714	59.6	14,766,615
Texas	1,232,745	986,521	24.9	183,492,915	120,485,432	52.3	62,268,747
Utah	55,750	34,959	59.5	8,811,654	4,791,944	83.9	3,604,142
Vermont	58,326	57,852	0.8	6,542,472	6,814,671	−4.0	1,478,242
Virginia	426,426	320,801	32.9	65,990,336	41,238,577	60.0	26,121,244
Washington	504,958	401,787	25.7	86,223,501	58,922,930	47.6	30,389,574
West Virginia	245,289	191,136	28.3	28,653,855	46,285,023	−38.1	6,364,551
Wisconsin	251,097	197,053	27.4	51,303,734	24,929,287	105.8	10,363,508
Wyoming	79,350	88,488	−10.3	13,996,717	13,538,914	3.4	4,427,295
Other (Rhode Island, Guam, Virgin Islands, Puerto Rico)	70,701	69,366	1.9	10,447,817	11,208,035	−6.8	2,082,453
U.S. Total	20,713,833	16,287,435	27.2	3,154,782,315	2,155,220,148	46.4	1,030,282,981
Totals projected to 100%	23,565,225	16,913,224		3,589,058,379	2,238,027,153		1,172,108,056

television's 1981 financial fortunes

1980 pay TV revenues	% change	1981 operating expenses	1980 operating expenses	% change	1981 net income	1980 net income	% change	% of subs not included
11,461,954	64.0	38,294,288	26,034,843	47.1	9,224,517	9,454,282	−2.4	0.0
1,088,633	65.4	4,047,294	3,260,646	24.1	664,545	161,088	312.5	2.0
4,405,938	14.0	13,038,417	9,922,940	31.4	−4,642,148	1,267,106	—	7.3
3,847,536	154.6	25,513,452	14,284,326	78.6	3,176,459	1,774,781	78.9	0.0
73,719,339	51.6	243,211,462	171,297,087	41.9	34,655,472	35,258,662	−1.7	1.7
4,353,230	159.9	21,213,780	10,187,906	108.2	−4,553,141	-234,261	—	0.0
8,065,402	42.8	33,052,760	22,048,959	49.9	2,852,176	4,746,228	−39.9	0.0
3,056,212	47.1	10,691,518	9,049,820	21.1	3,231,703	2,695,528	19.9	0.0
33,683,800	95.2	130,917,417	85,064,095	53.9	−15,211,691	-2,109,710	—	0.0
11,856,276	128.2	72,594,213	37,112,105	95.6	−24,980,799	-5,318,950	—	0.0
1,197,120	48.4	11,962,530	11,175,413	7.0	592,873	-579,384	—	0.0
1,898,722	119.3	8,443,393	5,009,275	68.6	1,723,317	1,859,116	−7.3	0.0
14,949,262	100.3	58,455,319	38,118,367	53.4	−9,259,289	5,900,770	—	0.0
11,365,938	92.3	43,979,326	27,667,541	58.9	−5,434,748	-1,108,529	—	0.0
11,381,543	90.6	34,004,291	23,537,611	44.5	1,390,464	1,965,622	−29.3	0.0
7,789,208	93.5	29,017,233	21,333,053	36.0	4,551,853	2,114,302	115.3	0.0
3,155,497	141.3	28,847,211	24,827,081	16.2	−7,212,477	-1,456,295	—	0.0
10,913,600	116.9	45,086,920	23,499,482	91.9	1,421,554	1,831,266	−22.4	0.0
2,865,715	56.9	8,990,010	7,834,729	14.7	1,256,772	355,018	254.0	9.1
3,899,368	16.7	13,353,099	11,837,680	12.8	−457,964	-458,298	—	4.3
8,266,113	102.4	36,206,137	27,190,189	33.2	5,748,656	2,879,888	99.6	0.0
15,699,316	128.3	66,488,674	36,756,558	80.9	−1,119,786	5,944,024	—	0.0
5,213,224	61.2	19,192,307	13,142,231	46.0	5,221,071	4,134,120	26.3	0.0
7,037,309	27.4	19,739,635	17,529,283	12.6	7,466,751	6,460,329	15.6	19.6
4,301,131	237.9	29,714,777	14,279,592	108.1	−11,645,097	77,995	—	0.0
2,944,637	39.3	9,736,701	7,470,539	30.3	5,934,958	5,101,863	16.3	12.3
3,417,492	105.7	14,563,112	7,704,087	89.0	−671,934	1,984,379	—	0.0
2,071,612	67.2	5,851,636	3,745,409	56.2	1,406,631	1,395,218	0.8	0.9
1,035,764	88.5	8,558,795	5,718,055	49.7	1,194,771	1,981,137	−39.7	8.8
29,798,617	96.5	97,833,053	52,323,194	86.9	823,461	6,033,948	−86.4	0.0
4,230,942	79.1	16,705,058	11,289,522	47.9	2,700,299	3,131,947	−13.8	0.0
47,701,246	140.9	185,783,145	108,710,905	70.9	24,560,484	17,711,345	38.7	0.0
12,634,632	68.2	37,848,885	24,935,538	51.8	1,208,529	4,047,412	−70.1	0.0
990,436	129.5	6,960,027	4,708,280	47.8	−114,594	127,183	—	0.8
29,859,033	85.2	101,886,988	71,745,524	42.0	−22,578,292	-1,973,748	—	0.0
13,733,605	83.5	38,689,041	23,728,619	63.0	10,423,910	8,394,751	24.2	0.0
5,711,903	111.9	30,658,618	15,539,951	97.3	1,225,815	3,064,091	−60.0	4.2
32,856,334	61.6	114,929,203	87,643,241	31.1	7,296,609	12,285,152	−40.6	0.0
6,726,472	86.1	26,661,495	16,848,734	58.2	−4,901,595	-4,034,513	—	0.0
1,326,403	79.0	5,364,949	3,847,427	39.4	671,588	628,933	6.8	6.9
7,143,967	106.7	39,311,106	29,760,574	32.1	−10,007,657	-9,275,958	—	0.0
31,801,940	95.8	128,536,302	82,322,419	56.1	5,083,576	8,896,153	−42.9	0.0
1,707,612	111.1	8,508,190	4,217,046	101.8	−7,530,676	-3,191,515	—	0.0
966,331	52.9	4,885,456	4,233,011	15.4	599,459	1,765,295	−66.1	18.9
12,047,130	116.8	46,476,180	29,429,000	57.9	−608,635	-1,663,102	—	0.0
18,530,318	63.9	57,107,963	37,631,899	51.7	12,083,803	12,030,309	0.4	2.1
8,966,547	−29.0	16,794,069	28,031,018	−40.1	3,615,858	11,417,065	−68.3	35.3
5,865,095	76.7	34,171,633	15,926,448	114.6	455,397	1,495,444	−69.6	0.0
4,073,094	8.7	7,913,052	8,082,960	−2.1	1,933,538	2,064,321	−6.4	26.7
1,914,076	8.8	6,783,819	8,121,858	−16.5	1,761,207	865,396	103.5	0.0
553,526,651	86.1	2,098,573,947	1,385,716,070	51.4	35,227,553	161,897,204	−78.3	12.1
574,794,030		2,387,456,140	1,438,957,497		40,076,852	168,117,553		0.0

Ratings Roundup

With the combination of a special, reprises of theatrical movie classics and its usual high-running series, CBS-TV won the prime time Nielsen ratings for the week ended March 20 by 4.4 points over ABC-TV and 5.3 points over NBC-TV. CBS averaged a 19.6 rating/31 share, while ABC had a 15.2/24 and NBC a 14.3/23.

CBS's coverage of *The People's Choice awards* from 9 to 11 p.m. NYT Thursday scored a 22.2/36, easily outdistancing the regular Thursday-night lineups against it on ABC and NBC and placing sixth for the week. "The Wizard of Oz" did a similar job on its ABC and NBC opposition at 8-10 p.m. Friday, averaging 21.7/34 and ranking ninth. A two-part repeat of "Gone With the Wind" had rougher going in its opener on Tuesday night, with a 19.6/31 that fell behind ABC's *Three's Company* (22.3/32) and *9 to 5* (20.2/30), but exceeded ABC's repeat of *Hart to Hart* (17.9/30), and also beat both of NBC's entries in the time period: *Remington Steele* (16.0/23) and *St. Elsewhere* (11.8/20). Part two of "GWTW" on Wednesday (19.5/30) also wasn't quite up to ABC's *Fall Guy* (19.8/29) and *Dynasty* (22.0/35) but took care of repeats of NBC's regular lineup.

The second highest rated movie was on ABC, a repeat of "Close Encounters of the Third Kind." Shown from 8 to 11 p.m. Monday, it topped everything, scoring 20.1/31, although *Mothers Against Drunk Driving*, NBC's made-for TV movie, gave it a run in its last two hours, averaging 19.7/30 and ranking 15.

Probably the most controversial and publicized movie of the week, NBC's made-for-TV *Special Bulletin*, managed a 15.1/24, nowhere near CBS's regular Sunday night lineup for that time period but well ahead of "The Face of Rage" movie on ABC (13.5/22) (see story, this page).

CBS had two premieres. *Ace Crawford, Private Eye* at 8 p.m. Tuesday, and *Gun Shy* following it at 8:30. Both were aced by the competition, coming in third. *Crawford* had a 15.0/22, behind ABC's *Heppy Days* (16.3/24), and *Gun Shy* did a 14.3/21, short of *Laverne and Shirley* (16.2/24) on ABC. But the big winner in the hour was NBC's *The A Team*, the strongest performer among recent entries, which upped its numbers to 21.3/32 and took 10th place for the week.

Monitor, NBC's new news magazine, lost some ground in its second appearance, dropping from a 8.8/15 premiere the Saturday before to a 7.1/13.

The First 20

1.	*60 Minutes*	CBS 27.2/43
2.	*Magnum, P.I.*	CBS 25.8/41
3.	*Dallas*	CBS 25.0/42
4.	*Trapper John, M.D.*	CBS 23.4/40
5.	*Three's Company*	ABC 22.3/32
6.	*People's Choice awards*	CBS 22.2/36
7.	*Dynasty*	ABC 22.0/35
8.	*Newhart*	CBS 22.0/34
9.	"Wizard of Oz"	CBS 21.7/34
10.	*A Team*	NBC 21.3/32
11.	*Jeffersons*	CBS 20.5/31
12.	*9 to 5*	ABC 20.2/30
13.	*ABC Monday Night Movie*—"Close Encounters of the Third Kind"	ABC 20.1/31
14.	*Fall Guy*	ABC 19.8/29
15.	*NBC Monday Night Movie*—"Mothers Against Drunk Driving"	NBC 19.7/30
16.	*CBS Tuesday Night Movie*—"Gone With the Wind" part one	CBS 19.6/31
17.	*CBS Wednesday Night Movie*—"Gone With the Wind" part two	CBS 19.5/30
18.	*Archie Bunker's Place*	CBS 19.0/29
19.	*CBS Saturday Night Movie*—*Still The Beaver*	CBS 18.9/23
20.	*Real People*	NBC 18.1/28

The Final Five

62	*Voyagers*	NBC 8.5/13
63	*Teachers Only*	NBC 8.4/13
64	*Gavilan*	NBC 8.0/14
65	*Monitor*	NBC 7.1/13
66	*Magic Planet*	ABC 7.0/11

reported their combination of *Three's Company* and *Laverne & Shirley* placed second in the 6-7 p.m. period in Nielsen, with an 11 rating, behind CBS affiliate KPIX's news (15 rating) but ahead of news on ABC-owned KGO-TV (10) and NBC affiliate KRON-TV (6). In Arbitron, KGO-TV was the leader with a 14 rating, with KPIX news second at 13, KTVU's off-network shows 10 and KRON news 5.

In the 7:30 access period, KTVU's *Barney Miller* and KPIX's *Evening Magazine* tied for first place with a 15 rating in the Nielsens, while in Arbitron KPIX and *People's Court* on KGO tied for first at 14, followed by KTVU at 12. In the 11 o'clock news period, *M*A*S*H* on KTVU tied with KRON-TV news on a Nielsen rating of 6, while in Arbitron KRON-TV had a 5 and KTVU a 4. The news on both KGO-TV and KPIX was in the 11-12 range in both services.

■ In Detroit, independent WKBD-TV, on channel 50, scored what Vice President and General Manager George H. Williams called the highest rating ever produced by an independent in prime time in the top 100 markets, a 31/43, with a repeat of *M*A*S*H*'s first network episode in the half-hour before CBS's special *M*A*S*H* finale opened at 8:30 on WJBK-TV, the local CBS affiliate. Leading into that episode, WKBD presented a rerun of a one hour *M*A*S*H* and drew a 22/32. (The numbers are Nielsen, the only meter service in the market.)

In the 5-7 p.m. period the network stations offer a combination of syndicated programs and news, local and network, with ABC-owned WXYZ's local newscast starting at 5 p.m. and those of the other affiliates WDIV (NBC) and WJBK (CBS) running 5:30-6:30 p.m. In the 6-7 p.m. hour, WKBD scored 7/15 with *CHiPs*, fourth in the time period, and WXON(TV), an independent on channel 20, was fifth with 6/13 for *Buck Rogers*; WXYZ's *Action News* took the hour with a 13/27. At 6-6:30 p.m., *Mork and Mindy* on WKBD did a 10/20 for second place, behind 16/29 for news on WXYZ. WXON's *B.J. and Lobo Show* did a 6/12 in that half-hour, a point ahead of WJBK news.

In access time, *Tic Tac Dough* on WDIV was first with 16/26, followed by *People's Court* on WXYZ at 15/25, *Three's Company* on WKBD at 14/23, *PM Magazine* on WJBK at 6/10 and the second half of *Kojak* on WXON at 3/5.

At 11 p.m., the half hour went to local newscasts of WXYZ, WDIV and WJBK, in that order, while WKBD pulled a 7/14 with *Sanford and Son*. (WXON offers subscription TV after 8 p.m.) ☐

'Special Bulletin' draws 1,255 phone protests

Complaints about show outnumber approvals by two-to-one, despite 31 disclaimers NBC used

Not unexpectedly, NBC-TV's *Special Bulletin*, a made-for-TV movie depicting the realistic news coverage of a fictional nuclear threat, stirred up a raft of complaints among viewers around the country—despite repeated in-program advisories assuring them that what they were seeing was fiction, not fact.

NBC said the three-hour presentation on Sunday night (March 20) sparked 2,181 tele-

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dicator; Lastelick is Dallas-based attorney, and Dodson is president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which are owned by Pride, Long and Lastelick. Filed March 9.

■ KZEU(FM) Victoria, Tex. (107.9 mhz, 50 kw, HAAT: 500 ft.)—Seeks transfer of control of McDougal Broadcasting Inc. from Dudley B. McDougal (80% before; none after) to Longcrier Communications (25% before; 100% after). Consideration: $100,000. Principals: Seller is president and has no other broadcast interests. Buyer is Austin, Tex.-based general partnership, principally owned by Steven W. Longcrier, which owns KELG(AM) Elgin, Tex. Filed March 10.

■ WOKY(AM) Milwaukee and WMIL-FM Waukesha, both Wisconsin (920 khz, 5 kw-D, 1 kw-N; FM: 106.1 mhz, 50 kw, HAAT: 925 ft.)—Seeks assignment of license from Surrey Broadcasting Inc. to Sundance Broadcasting of Wisconsin Inc. for $4,750,000 (Broadcasting, March 21). Seller is Denver-based radio station group owner which also owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and KATT-AM-FM Oklahoma City. Surrey is divesting WOKY and WMIL while keeping KYKY St. Louis, all of which are in process of acquisition from Charter for $10 million. Buyer is headed by David E. Reese, chairman, and Michael D. Jorgenson, president, and owner of KIDO(AM)-KDIG(FM) Boise, Idaho. Filed March 10.

■ KMMZ(AM) Greybull, Wyo. (1140 khz, 10 kw-D)—Seeks transfer of control of KMMZ Radio Limited Partnership from Denis E. Reno (20% before; none after) to Jesse Ames Crosby (none before; 20% after). Consideration: Assumption of approximately $24,000 in outstanding bank notes. Principals: Seller is owned by Robert Baird (80% nonvoting stock) and Dennis E. Reno (20%). Latter is, subject ot FCC approval, buying out his partner, and will then transfer 100% to Crosby by July 1985. Reno is also permittee of KZMQ(FM) Greybull, Wyo. Buyer is program and news director at KMMZ and has no other broadcast interests. Filed March 14.

■ WEZI(FM) Memphis (105.9 mhz, 100 kw; HAAT: 760 ft.)—Seeks assignment of license from Harte-Hanks Radio Inc. to FirstCom Corp. for $3,200,000 (Broadcasting, Feb. 28). Seller is subsidiary of Harte-Hanks Communications Inc., publicly traded, San Antonio, Tex.-based publisher of 29 newspapers and group owner of five AM's, six FM's and four TV's. Robert G. Marbut is president and CEO. Harte-Hanks acquired WEZI when it bought Southern Broadcasting group of seven radio stations in 1978 for $33 million (Broadcasting, June 26, 1978). Buyer is owned by Kerby Confer and Jerome H. Atchley. They own KSSN(FM) Little Rock, Ark., acquiring full control this year for $2,425,000 (Broadcasting, Jan. 17). Confer also is principal in WDIX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL(FM) Grey Court, S.C. Filed March 10.

Actions

■ KYTD(FM) Santa Barbara, Calif. (99.9 mhz, 34 kw, HAAT: 550 ft.)—Granted assignment of license from Antares Broadcasting Co. to KTYD Inc. for $1,225,000. Seller: Southern Minnesota Broadcasting Co. (80%) and Gregory D. Gentling Jr. (20%). SMBC is owned by G. David Gentling, father of Gregory Gentling, who owns four AM's and four FM's, including co-located KBLS(AM). Buyer: Robert C. Liggett Jr. and N.L. Benton (50% each). Liggett is principal owner of WFMK(FM) East Lansing, Mich.; WZZR(FM) Grand Rapids, Mich.; WZLD(FM) Cayce-Columbia, S.C.; WHNN(FM) Bay City-Saginaw, Mich.; WLFF(AM) Columbia, S.C. He also was granted FCC approval to sell WLOL(FM) Minneapolis-St. Paul and buy WABX(FM) Detroit. Benton is one-third owner of Midcontinent Broadcasting Co., licensee of KELO-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota. he also has interests in WTSO(AM)-WZEE(FM) Madison, Wis., plus various cable systems. (BALH-821221HV). Action March 10.

■ KLMC(FM) [CP] Leadville, Colo (93.5 mhz, 3 kw, HAAT: 42 ft.)—Granted assignment of license from Sears Broadcasting of Colorado Inc. to Sprague Broadcasting Inc. for $14,375 plus assumption of $6,944 in obligations. Seller: Michael J. Sears (100%), who is former owner of WAEC-(AM) Atlanta, Ga., which he sold last year for $800,000 (Broadcasting, April 5, 1982). Buyer: Robert D. Hanna (49%) and Stanley M. Sprague (51%). Hanna is Dallas-based media broker and consultant and principal owner of KCLW(AM) Hamilton, Tex.; 50% owner of KICS(AM)-KEZH(FM) Hastings, Neb.; 49% owner of KLRR(AM) Leadville, Colo., and minority stockholder of KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn. He also bought, subject to FCC approval, KMIO-AM-FM Merkel, Tex. Sprague is vice president and general manager and 51% owner of Sprague Broadcasting, prospective assignee of KLRK(AM) Leadville, Colo. (BAPH-821217HR). Action March 9.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Granted assignment of license from Florida Broadcasting Corp. to Florida Outdoor Inc. for $300,000. Seller: Robert D. Stoehr (100%), who has no other broadcast interests. Buyer: Eldon R. Lindsey (100%), who is chairman of Bradenton, Fla., outdoor advertising firm and has no other broadcast interests. (BAL-830118FI). Action March 9.

■ WIZY-AM-FM Gordon, Ga. (1560 khz, 5 kw-D; FM: 107.1 mhz, 850 w, HAAT: 565 ft.)—Dismissed assignment of license from Sun Coast Radio Inc. to Broadcast Services Inc. for $550,000. (BAPLH-821102HV). Action March 8.

■ WASK-AM-FM Lafayette, Ind. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Lafayette Broadcasting Inc. to Duchossois Enterprises Inc. for $2,425,000. Seller is owned by Henry Rosenthal (87%), George Williamson (7%) and Jerry Clough (6%), who have no other broadcast interests. Earlier deal to sell stations to Allied Broadcasting Systems Inc. for $2.65 million fell through (Broadcasting, Nov. 12, 1981). Buyer is owned by Richard L. Duchossois, who owns KDAL(AM) Duluth, Minn., which he bought in 1981 for $1.9 million (Broadcasting, July 27, 1981). (BAL-830113hW,X). Action March 9.

■ WMRC(AM) Milford, Mass. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Milford Radio Corp. to Loren F. Ghiglione for $290,000. Seller: Estate of Lawrence Shane, which has no other broadcast interests. Earlier deal to sell station to Brent Lambert and Eric Johnson for $315,000 fell through (Broadcasting, April 12, 1982). Buyer: Ghiglione owns and operates daily, *The News*, Southbridge, Mass., and has no other broadcast interests. (BAL-830120FM). Action March 9.

■ WELZ(AM) Belzoni, Miss. (1460 khz, 1 kw-D)—Dismissed transfer of control of Humphreys County Broadcasting Inc. from Herb L. Guthrie (99% before; none after) to Heart of Dixie Broadcasting of Mississippi Inc. (none before; 100% after). Consideration: $165,000. (BTC-821220FQ). Action March 9.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

**Special temporary authorization*

***Includes off-air licenses*

■ WJTV(TV) Jackson, Miss. (CBS, ch. 12, 316 kw vis., 63.1 kw aur., HAAT: 1,630 ft.)—Granted assignment of license from Capitol Broadcasting Co. to News-Press & Gazette Co. for $19 million. Seller is Jackson, Miss.-based group owner of one AM, one FM and three TV's that also sold, subject to FCC approval, KKTV(TV) Colorado Springs for $15.5 million (Broadcasting, Nov. 8, 1982). T.M. Hederman Jr. is president. Buyer is St. Joseph, Mo., publisher of daily *St. Joseph News Press* (evening and Sunday) and *St. Joseph Gazette* (morning) and is principally owned by David R. Bradley Sr. and family. They also own WSAV(TV) Savannah, Ga., and KAAL(TV) Austin, Minn. (BALCT-830114KL). Action March 7.

■ WNAU(AM)-WOKM(FM) New Albany, Miss. (1470 khz, 500 w-U, FM 103.5 mhz, 36 kw, HAAT: 79 ft.)—Granted assignment of license from the Tallahatchie Broadcasting Corp. to Dixie Broadcasting for $735,000. Seller: William O. Rutledge (28%), president, and four others, none have other broadcast interests. Buyer: William E. Dunnavant, Athens Broadcasting Inc., and Albert Bush Jr. (one-third each). Athens Broadcasting owns WJMW(AM)-WZYP(FM) Athens, Ga., and is principally owned by H.F. Dunnavant, president, and William E. Dunavant. (BAL-821230GQ). Action March 10.

■ WQRB(AM)-WBAG(FM) Burlington, N.C. (1150 khz, 1 kw-D; FM: 93.9 mhz, 50 kw, HAAT: 230 ft.)—Dismissed assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for $1.75 million. (BAL-830107HL). Action March 9.

■ WIMG(AM) Trenton, N.J. (1300 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Progressive Communications Inc. to Crusade Broadcasting Corp. for $425,000. Seller: Jeanne Greenberg and husband, Herbert Greenberg, who have no other broadcast interests. Buyer: L.E. Willis, who owns WPCE(AM) Portsmouth, WOWI(FM) Norfolk and WGOE(AM) Richmond, all Virginia, and WKUE(FM) Green Cove Springs, Fla. (BAPL-821004GW). Action March 9.

■ WKAP(AM) Allentown, Pa. (1320 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from WKAP Inc. to LWB Allentown Corp. for $650,000. Seller: Subsidiary of Jacksonville, Fla.-based Gulf United Broadcasting, group owner of four AM's, six FM's and three TV's. Last year it sold WVOJ(AM) Jacksonville, Fla., for $600,000, and bought KOOL-TV Phoenix for $78 million (Broadcasting, June 21, 1982). Buyer: Subsidiary of Lawrence-Williams Broadcasting Corp., which is owned by C.J. Lawrence & Co. Inc., owned by James E. Moltz, chairman and president (11.6%) and over 40 others. C.J. Lawrence Inc. owns 25% of WHLI(AM)-WKJY(FM) Hempstead, N.Y. Moltz also is chairman of LWB Atlantic Corp., licensee of WLAG(AM)-WWCG(FM) La Grange, Ga., and which owns one-third of WJYI(AM) Marietta, Ga. (BAL-830121FS). Action March 9.

■ WHYW(AM) Braddock, Pa. (1550 khz, 1 kw-D)—Granted assignment of license from Benns Communications Inc. to Christian Religious Enterprises Inc. for $500,000. Seller is principally owned by Robert A. Benns and family, whose other broadcast interests include WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va.; WFLI(AM) Lookout Mountain, and WJRR(FM) Red Bank, both Tennessee. They bought WHYW along with co-located FM last year for $3 million (Broadcasting, June 14, 1982). Buyer: Group of seven churches headed by J. Alfred Van Winsett, chairman, Ebenezer Baptist Church, Pittsburgh. None have other broadcast interests. (BAL-83011BFK). Action March 9.

■ WHSM-AM-FM Hayward, Wis. (910 khz, 5 kw-D; FM: 101.7 mhz, 3 kw, HAAT: 466 ft.)—Granted assigment of license from Inland Communications Corp. to Windsor Communications Inc. for $300,000. Seller: William Landgraf Jr. (50.1%) and his wife Arbadella (39.9%) and Indru S. Thawani (10%), who have no other broadcast interests. Buyer is principally owned by Paul E. Lowrey (70%), who is news director at WKTY(AM)-WSPL(FM) Lacrosse, Wis. (BALH-821229GO). Action March 10.

Facilities changes

AM applications

Tendered

KMFO (1540 khz) Aptos-Capitola, Calif.—Seeks CP to change city of license to Soquel-Capitola, Calif.; change hours of operation to unlimited by adding night serving with 10 kw, and install DA-2. Ann. March 18.

■ WAVI (1210 khz) Dayton, Ohio—Seeks CP to increase power to 1 kw. Ann. March 16.

■ WNBG (1480 khz) Waynesboro, Tenn.—Seeks CP to change frequency to 890 khz; change hours of operation to

The Fifth Estate

Broadcasting Apr 4

The Albuquerque Advantage

4

KOB-TV

In Albuquerque there is one station leading the way in local news. One station exposes consumer rip-offs in "Contact 4" reports; uncovers government fraud with "I-Team" investigations; and digs deeper into New Mexico's problems with "Closer Look" series. Maybe that's why more and more people in Albuquerque are getting the advantage of KOB-TV and Live Eyewitness News.

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Broadcasting Apr 4

ABC sweeps to February victory □ NBC sees signs of resurgence □ FCC approves teletext □ Lottery for LPTV □ Las Vegas for NAB

UNLEASHING TELETEXT □ FCC votes for broadcast service without setting standards and without must-carry requirement for cable. **PAGE 31.**

PLAYING TO WIN □ Lottery mechanism to decide among mutually exclusive LPTV applicants is approved by FCC, with minorities and diversity preferential factors. **PAGE 31.**

'WINDS' SWEEPS □ Bolstered by the *Winds of War*, ABC affiliates easily win the February sweeps over CBS and NBC. **PAGE 32.**

HIGH FLYING BIRDS □ ABC's *The Thorn Birds* blows away the competition and finishes as second highest-rated mini-series of all time behind *Roots*. **PAGE 36.**

WIRTH WORDS □ House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) tells NAB and NRBA in writing that he opposes Senate broadcast deregulation bill and will link his own dereg package to a spectrum fee. **PAGE 37.**

LOOKING FOR A RINGER □ *Star Search* may be the answer for independents and some network affiliates to make a dent in the ratings of CBS's *60 Minutes*. **PAGE 38.**

NAB'S CAVALCADE □ Next week in Las Vegas, NAB's 61st annual convention gets under way with the slant on productivity. The agenda appears on **PAGE 48.** Which AM stereo, teletext or half-inch videotape system to choose are among the questions being pondered on the exhibit floor. **PAGE 60.** A listing of exhibitors, networks, brokers and reps in attendance begins on **PAGE 62.**

LONG ROAD BACK □ NBC may still be in the ratings cellar, but with an upturn in major urban markets, an aggressive pursuit of a youthful demographic and a handful of potentially successful shows, Tinker and company believe the corner is being turned toward recovery. **PAGE 121.**

SAUTER SALVO □ CBS News president says *TV Guide* article on network's documentary on Westmoreland contained serious errors. **PAGE 128.**

CHANGING HANDS □ FCC approves sale of KTLA(TV) Los Angeles, largest sale in broadcasting history. **PAGE 131.**

SPECTRUM FIGHT □ Comments at FCC on where to put displaced microwave users when DBS comes on line reveal no easy answers. **PAGE 135.**

MARKETPLACE CHECK □ GAO says FCC has no mechanism to verify whether marketplace is working, and suggests analysis section be created in Common Carrier Bureau for that purpose. **PAGE 137.**

SPACE PIONEER □ STC's Bodman intends to lead Comsat to fertile fields in space with a practical approach to launching direct broadcast satellite service. **PAGE 163.**

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other broadcast and nonbroadcast transmissions.

In its order, the commission defined teletext as an "ancillary broadcast service,"—thereby exempting it from fairness doctrine and equal time obligations ("Closed Circuit," March 28). The service was authorized on lines 14-18 and 20 on the VBI. From 1988 through 1991, it said it would phase in permission to use lines 10-13 as well. By that time it expects receiver manufacturers to eliminate the main picture degradation that the use of those lines for teletext creates on present sets. Although the staff proposed to permit teletext on line 21, which is used for closed captioned text services for the hearing impaired, the commission vetoed that proposal. The commission said, however, it would consider whether to permit teletext on that line in five years.

After the meeting, Jim Green, chief of the Mass Media Bureau's policy analysis branch, said VBI offerings would be restricted to "material intended for display on a viewing screen" for the time being. But the commission will launch a further notice of proposed rulemaking to consider authorizing other offerings—for example, a paging service—on the VBI, he said.

Under the rules, broadcasters who offer teletext as broadcasters—that is, by offering mass media services—will be able to launch or drop teletext offerings without notifying the FCC in advance. Broadcasters whose offerings resemble private or common carrier operations, however, will have to notify the commission first, Green said.

Noncommercial broadcasters, according to the FCC, may offer teletext on a for-profit basis.

At the meeting, the hot topic of debate was whether to give teletext must-carry protection on cable.

FCC Chairman Mark Fowler carried the flag for those who thought such protection was unnecessary. It would be "anticompetitive," preventing cable operators from providing teletext operations of their own in place of those they could strip, Fowler said. "Why are we forcing this down their [cable operators'] throats?" Fowler asked. " Why not leave them some discretion?"

Robert Powers, acting chief scientist, contended that many cable systems were technically incapable of carrying broadcasters' teletext offerings without doing damage to the main broadcast signals. Requiring must-carry would either force cable operators to spend a lot of money to upgrade their capabilities, or cable operators would deluge the commission with waiver requests, he said.

Commissioner Henry Rivera contended that the commission shouldn't exempt teletext from must-carry protection—at least not until it it had addressed the broader question of whether to retain mandatory signal carriage rules in general. "By allowing cable operators to strip [teletext], we're taking a piecemeal approach to must-carry," Rivera said.

Commissioner Stephen Sharp argued that the FCC was constrained from defining teletext as an entity separate from the main broadcast signal, and he maintained that the whole signal should be subject to must-carry obligations. Besides, he argued, by not imposing must-carry obligations, the commission could "stifle" teletext's development. Without must-carry status, a broadcaster's teletext audience could be substantially diminished, and that could "threaten the economic viability [of teletext] and will hurt this service over all," Sharp said.

It was on a separate vote of 4-3 that the commission decided against must-carry obligations, with Commissioners Joseph Fogarty, Henry Rivera and Stephen Sharp objecting.

The FCC's action drew strong criticism from Edward O. Fritts, president of the National Association of Broadcasters. "Today's commission action threatens the expansion, the future and the integrity of all new telecommunications services," Fritts said. "By permitting partial carriage of broadcast signals into the home, the FCC potentially precludes the public from receiving new additional broadcast services such as teletext. NAB finds the ruling to be short-sighted as well as a clear disincentive to future broadcast users of the VBI. Any broadcast signal that is carried should be carried in its entirety, not in a piecemeal, haphazard fashion. This ruling throws the overall integrity of the spectrum into question.

"The commission's decision to, once again, opt for marketplace establishment of technical standards portends further disaster. A similar decision was made a year ago regarding AM stereo. To this date, no marketplace consensus is in sight, and AM stereo may never become a reality," Fritts said. ☐

Nick of time. Hours before an April 1 deadline might have cancelled its proposed run next fall, *Breakaway*, a one-hour syndicated early fringe strip created by The Bennett Group, New York, cleared the Metromedia-owned stations in New York, Los Angeles, Chicago and Houston, making a "firm go" for the program all but certain. Contracts are to be signed today (April 4) for a definite launch of the program on Sept. 12.

The Metromedia clearance brings *Breakaway*'s coverage of U.S. homes to about 50%. The Metromedia stations have not yet set a time period, but it will probable run in daytime.

Meanwhile, another syndicated strip with a clearance deadline last week, Viacom Enterprises' *People Versus*, cleared WGN-TV Chicago last Thursday. That project's deadline has been extended to today.

ABC rides 'Winds' to victory

The network's blockbuster mini-series propels it to a sweep of sweeps in February

With their network's high-flying *Winds of War* mini-series providing extra power, ABC-TV affiliates surged—as expected—to clear victory in prime time in the February local market sweep measurements.

ABC researchers, compiling Arbitron findings for all 210 of its markets, reported last week that ABC affiliates took first place in 86 of the 142 markets in which all three networks have affiliates, while CBS affiliates were first in 47 and NBC affiliates first in nine. Compared with the February 1982 sweeps this was a gain of 42 markets for ABC and declines of 26 for CBS and 19 for NBC. (The counts include ties.)

In total, homes using television and tuned to one of the three networks in prime time rose 7.6% from the February 1982 sweep figure, reaching 46,274,000 per average quarter-hour. By the ABC researchers' count, ABC affiliates accounted for 39.1% of these, a gain of 5.3 share points from February 1982, while CBS affiliates accounted for 33.9% (a loss of 2.5 points) and NBC affiiates for 27.1%(a loss of 2.7points)

The ABC homes total was put at 18,067,000, a gain of 24.2% over February a year ago. CBS's was put at 15,696,000, representing no significant change, and NBC's at 12,511,000, a 2.3% decline.

ABC authorities said ABC affiliates increased their homes delivery in 168 of Arbitron's 210 markets, while CBS affiliates increased delivery in 100 markets and NBC affiliates in 43. Declines in delivery were recorded by ABC affiliates in three markets, by CBS affiliates in 63 and by NBC affiliates in 119.

In addition to their 86 first-place markets, ABC affiliates placed second in 37 (down from 50 a year earlier) and third in 19 (down from 46), CBS affiliates, apart from ranking first in 47 markets, came in second in 82 (up from 49) and third in 13 (down from 18). For NBC affiliates, in addition to nine first places, they were second in 25 (down from 40) and third in 108 (up from 72). These counts include ties.

The 210 markets measured by Arbitron this year are one fewer than a year ago, Miles City, Mont., having lost its status as a separate area of dominant influence (ADI).

The table at right was developed by BROADCASTING from ABC researchers' compilation of Arbitron's February 1983 and 1982 reports. Bold-face numbers represent first place in market. Household numbers are in thousands (add 000) per average quarter-hour (Monday-Saturday 8-11 p.m. and Sunday 7-11 p.m., NYT) and represent viewing of network programs only, any local programing that appeared in prime time having been excluded. The numbers accompanying household numbers indicate share of three-network audience in that market. Percent change shows household gain or loss from February 1982. A dash (-) indicates no primary affiliate in the market. The 1983 sweep period was Feb. 2- March 1. Not included are markets that Arbitron did not measure, such as those in Hawaii, Alaska and St. Thomas, Virgin Islands. ☐

The February Sweeps: Abilene-Fort Wayne

ADI (rank)	1983 rating/share			1982 rating			% change		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	22/36	16/26	**23/38**	16	16	35	+47	NC	-34
Albany, Ga. (149)	8/12	—	**61/88**	7	—	64	+14	—	-5
Albany-Schenectady-Troy, N.Y. (52)	**110/39**	102/37	67/24	90	111	67	+22	-8	NC
Albuquerque, N.M. (68)	**85/44**	59/31	48/25	69	56	47	+23	+□	+2
Alexandria, La. (174)	—/—	—/—	**34/100**	—	—	38	—	—	-11
Alexandria, Minn. (166)	—/—	**36/—**	—/—	—	—	42	—	—	—
Alpena, Mich. (209)	—/—	**8/100**	—/—	—	7	—	—	+14	—
Amarillo, Tex. (114)	**50/45**	33/30	27/25	39	29	31	+28	+14	-13
Anniston, Ala. (192)	—/—	**18/100**	—/—	—	17	—	—	+6	—
Ardmore-Ada. Okla. (172)	14/14	**27/44**	—/—	12	24	—	+25	+13	—
Atlanta (15)	**259/40**	241/37	155/24	228	211	145	+14	+14	+7
Augusta, Ga. (103)	**56/45**	49/40	19/15	54	46	16	+4	+7	+19
Austin, Tex. (85)	52/35	**63/42**	34/23	40	55	31	+30	+15	+10
Bakersfield, Calif. (150)	**37/46**	20/25	23/29	25	18	22	+48	+11	+5
Baltimore (20)	**248/44**	178/31	142/25	203	164	138	+21	+9	+3
Bangor, Me. (156)	25/34	**29/39**	20/27	21	27	20	+19	+7	NC
Baton Rouge (92)	**84/44**	74/39	31/16	67	61	27	+25	+21	+15
Beaumont-Port Arthur, Tex. (121)	42/33	**49/39**	36/26	13	61	42	+27	-4	-17
Bend, Ore. (204)	—/—	—/—	**5/100**	—	—	4	—	—	+25
Billings-Harding, Mont. (167)	17/39	**20/45**	7/14	14	20	7	+21	NC	NC
Biloxi-Gulfport-Pascagoula, Miss. (179)	**47/100**	—/—	—/—	34	—	—	+38	—	—
Binghamton, N.Y. (135)	16/19	**51/61**	17/20	12	50	17	+33	+2	NC
Birmingham, Ala. (47)	**146/51**	43/15	96/34	128	47	109	+14	-9	-12
Boise, Idaho (126)	**34/40**	26/31	25/29	23	25	27	+48	+4	-7
Boston-Manchester (6)	**473/45**	313/30	256/25	385	356	259	+23	-12	-1
Bowling Green, Ky. (185)	**29/100**	—/—	—/—	30	—	—	-3	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (84)	35/20	64/37	**75/43**	25	59	85	+40	+8	-12
Buffalo, N.Y. (32)	**141/42**	116/34	82/24	111	128	88	+27	-9	-7
Burlington, Vt.-Plattsburgh, N.Y. (94)	20/20	**55/54**	27/26	17	67	26	+18	-4	+4
Casper-Riverton, Wyo. (180)	**18/58**	10/32	3/10	15	6	4	+20	+67	-25
Cedar Rapids-Waterloo, Iowa (76)	**73/39**	59/32	53/29	58	52	58	+26	+13	-9
Charleston, S.C. (111)	45/34	**61/39**	35/27	39	48	33	+15	+6	+6
Charleston-Huntington, W.Va. (43)	101/31	109/33	**120/36**	89	106	143	+13	+3	-16
Charlotte, N.C. (31)	**137/43**	136/43	47/15	125	143	40	+10	-5	+18
Chattanooga, Tenn. (79)	**71/39**	62/34	50/27	60	59	63	+18	+5	-21
Cheyenne, Wyo.-Scottsbluff, Neb. (189)	—/—	**21/100**	—/—	—	23	—	—	-9	—
Chicago (3)	**592/39**	461/30	461/30	563	522	440	+5	-12	+5
Chico-Redding, Calif. (140)	**35/54**	27/44	—/—	28	32	—	+25	-16	—
Cincinnati (28)	**149/38**	142/36	103/26	134	152	109	+11	-7	-6
Clarksburg-Weston, W.Va. (168)	—/—	**35/60**	23/40	—	23	22	—	+52	+5
Cleveland-Akron (9)	**350/41**	265/31	234/28	300	288	219	+17	-8	+7
Colorado Springs-Pueblo (104)	**52/41**	42/33	33/26	45	44	37	+16	-5	-11
Columbia, S.C. (90)	42/29	36/25	**68/47**	32	36	75	+31	NC	-9
Columbia-Jefferson City, Mo. (139)	37/40	**38/41**	18/19	18	33	35	+106	+15	-49
Columbus, Ga. (112)	**59/45**	52/40	20/15	57	51	16	+4	+2	+25
Columbus, Ohio (35)	130/35	**133/36**	111/30	112	140	112	+16	-5	-1
Columbus-Tupelo, Miss. (143)	—/—	39/47	**44/53**	—	33	51	—	+18	-14
Corpus Christi, Tex. (136)	17/42	**28/31**	24/27	31	29	25	+19	-3	-4
Dallas-Fort Worth (10)	**326/39**	306/37	195/24	251	288	210	+30	+6	-7
Davenport, Iowa-Rock Island-Moline, Ill. (73)	**74/39**	64/34	53/28	62	62	59	+19	+3	-10
Dayton, Ohio (49)	99/34	**127/44**	64/22	94	115	69	+5	+10	-7
Denver (19)	**211/43**	144/29	136/28	160	154	138	+32	-6	-1
Des Moines-Ames, Iowa (65)	77/37	**79/38**	53/25	53	77	69	+45	+3	-23
Detroit (7)	**449/43**	323/31	281/27	368	337	271	+22	-4	+4
Dothan, Ala. (159)	13/19	**55/81**	—/—	13	47	—	NC	+17	—
Duluth, Minn.-Superior, Wis. (114)	**46/41**	39/35	28/25	33	37	30	+39	+5	-7
El Centro, Calif.-Yuma, Calif. (178)	8/47	—/—	**9/53**	5	—	9	+60	—	NC
Elmira, N.Y. (164)	**16/53**	—/—	14/47	13	—	13	+23	—	+8
El Paso, Tex. (106)	**42/40**	30/29	33/31	35	31	31	+20	-3	+6
Erie, Pa. (144)	**37/39**	24/26	33/36	33	31	40	+12	-23	-18
Eugene, Ore. (122)	**45/47**	38/48	12/13	31	—	48	+45	—	-75
Eureka, Calif. (181)	**13/52**	12/48	—/—	10	11	—	+30	+9	—
Evansville, Ind. (88)	**71/46**	50/32	33/21	59	44	44	+20	+14	-25
Fargo-Valley City, N.D. (108)	**41/36**	37/32	36/32	28	40	42	+46	-8	-14
Farmington, N.M. (202)	—/—	—/—	**4/100**	—	—	3	—	—	+33
Flint-Saginaw-Bay City, Mich. (53)	**118/47**	46/18	88/35	92	50	91	+28	-8	-3
Florence, S.C. (147)	24/29	**60/71**	—/—	21	62	—	+14	-3	—
Fort Myers-Naples, Fla. (117)	10/32	**42/44**	23/24	16	37	25	+88	+14	-8
Fort Smith, Ark. (148)	24/32	**39/51**	13/17	16	33	16	+50	+18	-28
Fort Wayne, Ind. (93)	**59/42**	43/31	37/27	49	43	37	+20	NC	NC

The February Sweeps: Fresno-Paducah

ADI (rank)	1983 rating/share			1982 rating			% change		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Fresno, Calif. (63)	58/35	**62/37**	48/29	56	69	48	+4	-10	NC
Gainesville, Fla. (170)	**20/100**	—/—	—/—	17	—	—	+18	—	—
Glendive, Mont. (210)	—/—	**2/100**	—/—	—	2	—	—	NC	—
Grand Junction, Colo. (186)	9/31	**20/69**	—/—	6	18	—	+50	+11	—
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	**134/43**	98/31	81/26	110	102	94	+22	-4	-14
Great Falls, Mont. (177)	**15/54**	—/—	13/46	15	—	12	NC	—	+8
Green Bay, Wis. (69)	**81/38**	71/33	63/29	68	70	79	+19	+1	-20
Greensboro-Winston Salem-High Point, N.C. (51)	104/35	**115/39**	75/26	92	122	80	+13	-6	-6
Greenville-New Bern-Washington, N.C. (100)	41/27	**57/37**	55/36	35	52	56	+17	+10	-2
Greenville-Spartanburg, S.C.-Asheville, N.C. (39)	117/33	**132/37**	105/30	97	121	117	+21	+9	-10
Greenwood-Greenville, Miss. (175)	**31/82**	7/18	—/—	26	11	—	+19	-36	—
Harrisburg-York-Lancaster-Lebanon, Pa. (48)	85/36	59/25	**92/39**	64	62	104	+33	-5	-12
Harrisonburg, Va. (195)	**25/100**	—/—	—/—	19	—	—	+32	—	—
Hartford-New Haven, Conn. (24)	**193/45**	178/41	60/14	155	177	59	+25	+1	+2
Helena, Mont. (206)	—/—	—/—	**4/100**	—	—	5	—	—	-20
Houston (11)	**308/42**	240/33	187/25	233	243	164	+31	-1	+14
Huntsville-Decatur-Florence, Ala. (91)	59/36	**62/38**	44/27	56	58	45	+5	+7	-2
Idaho Falls-Pocatello (157)	15/31	**17/35**	16/33	15	18	18	NC	-6	-11
Indianapolis (23)	**175/39**	160/36	115/26	149	159	134	+17	+1	-14
Jackson, Miss. (86)	45/25	63/35	**70/39**	34	54	67	+32	+17	+4
Jackson, Tenn. (183)	**33/100**	—/—	—/—	31	—	—	+6	—	—
Jacksonville, Fla. (62)	70/36	**87/44**	40/20	59	84	39	+19	+4	+3
Johnstown-Altoona, Pa. (83)	—/—	65/43	**85/57**	—	72	92	NC	-10	-8
Jonesboro, Ark. (173)	**34/100**	—/—	—/—	28	—	—	+21	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	40/37	**43/40**	25/23	33	28	48	+21	+54	-48
Kansas City, Mo. (27)	**178/41**	144/33	112/26	141	140	122	+26	+3	-8
Knoxville, Tenn. (58)	**100/42**	98/41	42/18	83	95	42	+20	+3	NC
La Crosse-Eau Claire, Wis. (133)	17/26	**43/41**	33/33	16	37	41	+69	+16	-15
Lafayette, Ind. (191)	—/—	**15/100**	—/—	—	13	—	—	+15	—
Lafayette, La. (112)	54/47	**62/51**	—/—	53	68	—	+2	-9	—
Lake Charles, La. (162)	—/—	—/—	**33/100**	—	—	39	—	—	-15
Lansing, Mich. (98)	—/—	**68/67**	34/33	—	73	37	—	-7	-8
Laredo, Tex. (199)	—/—	**5/63**	3/38	—	6	3	—	-17	NC
Las Vegas (102)	**39/37**	36/34	31/29	31	34	25	+26	+6	+24
Laurel-Hattiesburg, Miss. (163)	—/—	—/—	**32/100**	—	—	34	—	—	-6
Lawton, Okla.-Wichita Falls, Tex. (128)	**35/38**	34/37	23/25	28	31	30	+25	+10	-23
Lexington-Hazard, Ky. (78)	58/33	**71/41**	45/26	47	65	32	+23	+9	-13
Lima, Ohio (193)	—/—	—/—	**13/100**	—	—	15	—	—	-13
Lincoln-Hastings-Kearney, Neb. (89)	40/33	**67/55**	15/12	33	61	18	+21	+10	-17
Little Rock, Ark. (54)	**121/42**	92/32	76/26	92	81	94	+32	+14	-19
Los Angeles (2)	**800/41**	569/29	564/29	607	559	497	+32	+2	+13
Louisville, Ky. (44)	85/30	**111/39**	91/32	74	111	98	+15	NC	-7
Lubbock, Tex. (134)	27/31	29/34	**30/35**	21	30	38	+17	-3	-21
Macon, Ga. (138)	21/25	**48/56**	16/19	—	51	17	—	-6	-6
Madison, Wis. (101)	42/33	**53/42**	32/25	33	58	36	+27	-9	-11
Mankato, Minn. (197)	—/—	**13/100**	—/—	—	15	—	—	-13	—
Marquette, Mich. (182)	—/—	**25/100**	—/—	—	21	—	—	+14	—
Medford, Ore. (152)	**38/62**	—/—	23/38	31	—	27	+23	—	-15
Memphis (36)	107/30	**142/40**	106/30	96	135	118	+11	+5	-10
Meridian, Miss. (171)	**32/71**	13/29	—/—	26	12	—	+23	+8	—
Miami (13)	**227/41**	189/34	141/25	176	212	144	+29	-11	-2
Milwaukee (29)	**166/42**	127/32	101/26	127	134	114	+31	-5	-11
Minneapolis-St. Paul (14)	**251/41**	223/37	132/22	201	240	145	+25	-7	-9
Minot-Bismarck-Dickinson, N.D. (142)	—/—	**35/51**	34/49	—	33	39	—	+6	-13
Missoula-Butte, Mont. (154)	**33/59**	—/—	23/41	27	—	25	+22	—	-8
Mobile, Ala.-Pensacola, Fla. (61)	84/36	**94/40**	55/24	75	95	65	+12	-1	-15
Monroe, La.-El Dorado, Ark. (105)	14/13	**74/66**	24/21	11	76	23	+27	-3	+4
Montgomery, Ala. (119)	25/21	27/23	**65/56**	15	23	70	+67	+17	-7
Nashville, Tenn. (30)	117/29	**166/41**	125/31	104	160	139	+13	+4	-10
New Orleans (34)	123/33	**147/39**	106/28	98	136	94	+26	+8	+13
New York (1)	**1,408/42**	967/29	979/29	1,135	1,046	828	+24	-8	+18
Nrflk-Prtsmth-Nwprt News-Hampton, Va. (46)	**97/37**	95/36	73/28	81	98	66	+20	-3	+11
North Platte, Neb. (208)	—/—	—/—	**7/100**	—	—	7	—	—	NC
Oak Hill-Bluefield-Beckley, W. Va. (131)	**36/55**	—/—	29/45	32	—	32	+13	—	-9
Odessa-Midland-Monahans, Tex. (145)	28/37	**30/39**	16/24	16	10	24	+87	NC	-25
Oklahoma City (40)	**106/37**	103/36	80/28	84	96	86	+26	+7	-7
Omaha (70)	**101/44**	72/31	58/25	85	79	75	+19	-9	-23
Orlando-Daytona Beach, Fla. (33)	**162/43**	116/31	95/25	109	104	102	+49	+12	-7
Ottumwa, Iowa-Kirksville, Mo. (201)	**26/100**	—/—	—/—	18	—	—	+44	—	—
Paducah, Ky.-Cape Girardeau, Mo.-Hrrsbrg, Ill. (72)	45/24	**86/45**	60/31	36	83	75	+25	+4	-20

The February Sweeps: Palm Springs-Zanesville

ADI (rank)	1983 rating/share ABC	1983 rating/share CBS	1983 rating/share NBC	1982 rating ABC	1982 rating CBS	1982 rating NBC	% change ABC	% change CBS	% change NBC
Palm Springs, Calif. (188)	**[illegible]/64**	—/—	5/16	8	—	5	+13	—	NC
Panama City, Fla. (176)	**25/54**	—/—	21/46	18	—	22	+39	—	-5
Parkersburg, W. Va. (194)	—/—	—/—	**8/100**	—	—	9	—	—	-11
Peoria, Ill. (99)	**50/39**	42/33	36/28	41	44	46	+22	-5	-22
Philadelphia (4)	**650/43**	465/31	408/27	521	461	329	+25	+1	+24
Phoenix-Flagstaff (25)	**152/39**	135/35	103/26	119	133	102	+28	+2	+1
Pittsburgh (12)	**357/45**	273/35	155/20	272	268	148	+31	+2	+5
Portland, Ore. (22)	**166/40**	140/33	113/27	138	139	116	+20	+1	-3
Portland-Poland Spring, Me. (77)	**74/42**	52/30	49/28	54	52	65	+37	NC	-11
Presque Isle, Me. (200)	—/—	**9/100**	—/—	—	9	—	—	NC	—
Providence, R.I.-New Bedford, Mass. (41)	**139/41**	90/27	108/32	116	102	111	+20	-12	-3
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa (153)	—/—	**38/58**	28/42	—	35	36	—	+9	-22
Raleigh-Durham, N.C. (38)	**132/47**	115/41	34/12	117	118	23	+13	-3	+48
Rapid City, S.D. (161)	16/39	—/—	**25/61**	16	—	27	NC	—	-7
Reno (125)	**36/49**	20/27	17/23	25	23	19	+44	-13	-11
Richmond-Petersburg-Charlottesville, Va. (56)	84/34	**92/38**	69/28	75	94	59	+12	-2	+17
Roanoke-Lynchburg, Va. (66)	63/29	**93/43**	61/28	48	92	62	+31	+1	-2
Rochester, Minn.-Mason City, Iowa-Austin, Minn. (141)	**34/40**	26/31	25/29	31	24	30	+10	+8	-17
Rochester, N.Y. (71)	**74/40**	68/34	47/26	61	62	46	+21	NC	+2
Rockford, Ill. (109)	**42/38**	36/33	32/29	39	38	32	+8	-5	NC
Roswell, N.M. (184)	—/—	**16/100**	—/—	—	15	—	—	+7	—
Sacramento-Stockton, Calif. (21)	**198/44**	129/28	128/28	140	123	118	+41	+5	+8
St. Joseph, Mo. (190)	**23/100**	—/—	—/—	20	—	—	+15	—	—
St. Louis (18)	**236/38**	220/36	160/26	207	235	161	+14	-6	-1
Salisbury, Md. (165)	12/15	**22/65**	—/—	11	25	—	+9	-32	—
Salt Lake City (42)	**110/37**	99/34	85/29	93	110	74	+18	-10	+15
San Angelo, Tex. (196)	—/—	**11/100**	—/—	—	10	—	—	+10	—
San Antonio, Tex. (45)	**111/41**	99/36	62/23	96	101	76	+16	-2	-18
San Diego (26)	**153/47**	111/34	64/20	99	122	62	+55	-9	+3
San Francisco (5)	**388/41**	323/34	235/25	282	313	208	+38	+3	+13
San Jose, Calif. (110)	**64/54**	24/24	22/22	51	22	27	+6	+9	-19
Snta Barbara-Snta Mar-San Luis Obspo, Calif. (116)	**33/46**	22/31	17/24	28	21	16	+32	+5	+6
Savannah, Ga. (107)	44/37	**53/44**	23/19	22	45	33	+100	+18	-30
Seattle-Bellingham (16)	**246/46**	156/29	137/25	172	161	149	+43	-3	-8
Selma, Ala. (207)	—/—	**8/100**	—/—	—	7	—	—	+14	—
Shreveport, La. (55)	100/37	**107/40**	61/23	84	104	66	+19	+13	-8
Sioux City, Iowa (137)	**43/51**	14/17	24/30	36	12	31	+19	+17	-23
Sioux Falls-Mitchell, S.D. (95)	21/16	**70/52**	43/32	18	66	48	+17	+6	-10
South Bend-Elkhart, Ind. (80)	**62/35**	61/34	55/31	54	62	55	+15	-2	NC
Spokane, Wash. (75)	**72/39**	62/34	50/27	55	60	55	+31	+3	-9
Springfield, Mass. (96)	**56/57**	—/—	42/43	59	—	47	-5	—	-11
Springfield, Mo. (82)	34/20	**68/41**	65/39	24	58	67	+42	+17	-3
Springfield-Decatur-Champaign, Ill. (74)	**73/37**	67/34	55/28	56	70	62	+30	-4	-11
Syracuse, N.Y. (67)	73/33	**79/36**	67/31	57	88	73	+28	-10	-8
Tallahassee, Fla. (127)	19/25	**56/75**	—/—	14	53	—	+16	+6	—
Tampa-St. Petersburg-Sarasota, Fla. (17)	**230/39**	215/37	140/24	159	207	156	+45	+4	-10
Terre Haute, Ind. (123)	15/15	**48/48**	38/38	13	43	43	+15	+12	-12
Toledo, Ohio (60)	78/31	**104/41**	73/29	63	98	86	+24	+6	-15
Topeka, Kan. (145)	—/—	**42/65**	23/35	—	36	24	—	+11	-4
Traverse City-Cadillac, Mich. (132)	22/21	**51/49**	31/30	17	49	33	+29	+4	-6
Tucson, Ariz. (87)	**64/42**	45/29	45/29	45	43	45	+42	+5	NC
Tulsa, Okla. (57)	**119/46**	88/34	52/20	88	85	66	+35	+4	-2
Tuscaloosa, Ala. (187)	—/—	**13/100**	—/—	—	12	—	—	+6	—
Twin Falls, Idaho (203)	—/—	—/—	**10/100**	—	—	11	—	—	-9
Tyler, Tex. (160)	**58/100**	—/—	—/—	44	—	—	+32	—	—
Utica, N.Y. (158)	19/43	—/—	**25/57**	16	—	29	+19	—	-14
Victoria, Tex. (205)	5/56	—/—	**4/44**	3	—	—	+67	—	—
Waco-Temple, Tex. (97)	**67/63**	—/—	40/37	59	—	43	+14	—	-7
Washington, D.C.-Hagerstown, Md. (8)	**325/38**	276/33	247/29	248	263	216	+31	+5	+14
Watertown-Carthage, N.Y. (169)	—/—	**24/100**	—/—	—	23	—	—	+4	—
Wausau-Rhinelander, Wis. (130)	35/39	**45/50**	10/11	28	48	12	+25	-4	-17
Weslaco-Harlingen, Tex. (124)	**88/50**	83/36	7/13	32	30	8	-13	-30	-13
West Palm Beach-Ft. Pierce, Fla. (64)	**61/46**	24/18	47/36	39	20	58	+56	+20	-19
Wheeling, W. Va.-Steubenville, Ohio (129)	—/—	**60/56**	47/44	—	56	52	—	+7	-10
Wilkes Barre-Scranton, Pa. (50)	**128/45**	73/26	82/29	110	72	86	+16	+1	-5
Wilmington, N.C. (151)	34/37	—/—	**59/63**	15	—	55	+127	—	+7
Wichita-Hutchinson, Kan. (59)	**83/35**	81/34	71/30	68	77	80	+22	+5	-11
Yakima, Wash. (120)	27/32	**36/42**	22/26	24	15	23	+13	+3	-4
Youngstown, Ohio (81)	58/34	**64/37**	50/29	48	66	53	+21	-3	-6
Zanesville, Ohio (198)	—/—	—/—	**9/100**	—	—	—	—	—	-10

ABC soars with 'Thorn Birds'

Australian-based mini-series averages 41 rating/59 share

ABC-TV wrote another chapter in the history of television mini-series last week when it aired its 10-hour adaptation of Colleen McCullough's best-selling novel, "The Thorn Birds." Expected to capture around a 40 share of the national viewing audience, *Thorn Birds* powered past this season's other major mini-series, *Winds of War*, and finished its run with an average 41 national rating and 59 share. It was the first major mini-series since ABC's first, *Roots*, to have substantially built its audience from first night to last.

Competition from the other two networks was virtually flattened on all four nights of the ABC broadcast, but although ABC picked up four-tenths of a rating point in its season-to-date average and came within one-half of a rating point of first-ranked CBS-TV, network researchers predict the season, scheduled to end in about two weeks, has been all but won by CBS.

Thorn Birds, which ran Sunday through Wednesday (March 27-30), not only outperformed *Winds of War* in its national rating, but it did so episode for comparable episode. It takes its place behind *Roots*, which averaged a national rating and share of 45/66, as the second-highest rated mini-series of all time. *Winds*, now displaced from second, averaged a 38.6/53.

On its opening night, *Thorn Birds* averaged a 39.5 rating/55 share, surpassing the first night of *Winds* (39/53) to become the highest-rated first episode of any mini-series. It also broke *Winds*' opening night record for capturing the highest number of households for a first episode by attracting 32.9 million homes per average minute. The number of homes using television soared that night to 69.8 million, up from 63.7 million the Sunday before and 62.1 million a year ago.

Episode two's national average (42.4/59), surpassed *Winds*' second-episode average (40.2/54) by five share points and broke another record by capturing an average 35.3 million homes per minute. HUT levels averaged 70.8 million, 4% higher than the previous Monday's 67.8 million.

Tuesday's episode three captured a 43.2 rating/62 share, compared with a 38.7/54 for *Winds*, part three, and attracted an average 35,990,000 homes per average minute. It ranks as the fourth highest-rated network entertainment program of all time, behind CBS's final episode of *M*A*S*H*, CBS's "Who Shot J.R." episode of *Dallas*, and episode eight of *Roots*. *Thorn Birds*' Wednesday finale averaged a 43.1 rating/62 share nationally, one-tenth of a rating point below Wednesday's performance.

Doubling ABC's typical Sunday-night ratings to an average 32.8/47, *Thorn Birds* knocked nearly seven rating points from CBS's average Sunday night ratings performance and more than four from NBC's. On Monday, ABC averaged a 36.1 rating/51 share nationally, while on NBC, a rerun of the movie, *Prom Night* (11.8/16), finished more than six rating points behind the usual performance of the *NBC Monday Night Movie* (17.4/26). CBS's regular lineup finished nearly five points below its norm, averaging a 13.1/19 for the night.

On Tuesday, national ratings fell short of doubling for the third consecutive night for ABC (34.8/50), but left CBS (10.8/16) with seven rating points fewer than it normally captures on Tuesdays (17/26). NBC, which pitted the second half of the two-hour pilot of its new hit series, *A Team* against the first hour of *Thorn Birds*, finished the night about a rating point ahead of its usual Tuesday-night performance, averaging a 15.2/22. The *A Team* repeat, which averaged a 26.4/39 in its premiere as a lead-out from the Super Bowl, averaged an 18/26 its second time around.

Thorn Birds' Wednesday-night performance left CBS's lineup, which included a rerun of the movie, *Scavenger Hunt* (10.2/14), with an average national rating and share (10.4/14.6) five rating points behind its norm. NBC's series lineup (11.6/16.3) came in six points under par.

Overall, *Thorn Birds* captured an average 34.9 million homes per average minute and replaced *Winds of War*, which averaged 32.1 million homes per minute over seven days, as the top-ranked mini-series for household delivery. All four episodes finished among the top 11 network entertainment programs of all time. ABC researchers estimate it reached 110 million people. ☐

Ratings Roundup

ABC-TV swept the 26th week of the 1982-1983 prime time season, capturing five out of the seven nights and performing well above its average nightly ratings on three of the five. With a substantial boost from episode one of its latest mini-series, *The Thorn Birds* and help from a strong performance by another made-for-TV entry, *Intimate Agony*, the network finished the week 4.5 rating points ahead of usually first-ranked CBS-TV and 6.2 points ahead of NBC-TV.

For the week, ABC averaged a 20.8 rating/32 share, compared with a 16.3/25 for CBS and a 14.6/22 for NBC. Season-to-date ratings still give CBS first place, however, with an average 18.4/29 to ABC's 17.4/27 and NBC's 15.4/24.

Thorn Birds, part one, which captured more share points than advertising agencies predicted it would (see story, this page) averaged a 39.5/55 and left ABC with an average 32.8/47 for the night. Despite better-than-average ratings for *60 Minutes* (26.6/41), CBS finished the night nearly seven rating points behind its usual Sunday night average, capturing a 17.2/24.6. NBC's repeat performance of the movie "King Kong" (14.5/20), preceded by *Voyagers* (10.6/16), gave it a 13.5/19.1, an average more than 4 rating points behind its typical score for that night.

ABC not only doubled its typical Sunday night ratings, but also performed above its average on Monday, Wednesday, and Saturday. It won Tuesday night with ratings on par with its norm. CBS won Thursday and Friday.

The First 20

1.	*Thorn Birds, part 1*	ABC 39.5/55
2.	*60 Minutes*	CBS 26.6/41
3.	*Dallas*	CBS 25.1/39
4.	*Dynasty*	ABC 24.6/46
5.	*Fall Guy*	ABC 24.3/38
6.	*Love Boat*	ABC 24.0/39
7.	*ABC Monday Night Movie—Intimate Agony*	ABC 23.5/35
8.	*A Team*	NBC 20.5/30
9.	*Magnum, P.I.*	CBS 20.4/31
10.	*Simon & Simon*	CBS 20.3/31
11.	*Mississippi*	CBS 20.0/35
12.	*Three's Company*	ABC 19.6/29
13.	*Hart to Hart*	ABC 19.0/31
14.	*That's Incredible*	ABC 18.6/27
15.	*CBS Tuesday Night Movies—The Other Woman*	CBS 18.5/28
16.	*Real People*	NBC 18.5/28
17.	*Little House--New Beginning*	NBC 18.3/26
18.	*Dukes of Hazzard*	CBS 17.7/28
19.	*9 to 5*	ABC 17.6/26
20.	*Hill Street Blues*	NBC 17.3/30

The Final Five

62.	*Voyagers*	NBC 10.6/16
63.	*Gold Monkey*	ABC 10.5/18
64.	*Renegades*	ABC 9.1/14
65.	*AFI Salutes*	CBS 8.6/15
66.	*Monitor*	NBC 8.5/14

BEST AVAILABLE CO

Accepted

■ WSBR (740 khz) Boca Raton, Fla.—Seeks modification of license to change SL and to operate trans. by remote control from proposed SL. Filed March 21.

■ WBRD (1420 khz) Bradenton, Fla.—Seeks MP (BP-810618AE) to make changes in antenna system, augment daytime pattern and reduce tower antenna height. Filed March 21.

■ WFBM (1110 khz) Noblesville, Ind.—Seeks MP (BP-21259 as mod.) to modify directional pattern. Filed March 21.

■ WBAA (920 khz) West Lafayette, Ind.—Seeks modification of license to change SL and to operate trans. by remote control from proposed studio location. Filed March 24.

■ WRID (1160 khz) Homer City, Pa.—Seeks MP (BP811116AA, as mod.) to change TL. Filed March 24.

■ WHBQ (560 khz) Memphis—Seeks CP to make changes in antenna system and add loading to all towers. Filed March 21.

■ WPWC (1530 khz) Quantico, Va.—Seeks MP (BP-781130AD) to make changes in antenna system. Filed March 24.

FM applications

Tendered

KRCC (91.5 mhz) Colorado Springs—Seeks CP to change TL, change ERP to .054 kw, change HAAT to 2,103 ft. and make changes in ant. sys. Filed March 21.

■ KWDE (96.1 mhz) Montrose, Colo.—Seeks CP to change TL, change ERP to 91 kw, change HAAT to 1,099.5 ft. and make changes in ant. sys. Filed March 21.

■ WFAM (90.9 mhz) Jacksonville, Fla.—Seeks CP to change frequency to 90.9 mhz and increase ERP to 18.6 kw. Filed March 24.

■ *KWGS (89.5 mhz) Tulsa, Okla.—Seeks to change TL; increase ERP to 37.15 kw, change HAAT to 1,327 ft. and make changes in ant. sys. Filed March 25.

■ KFMN-FM (107.9 mhz) Abilene, Tex.—Seeks CP to change TL, change HAAT to 667 ft. and make changes in ant. sys. Filed March 23.

■ KHSU-FM Arcata, Calif.—Seeks CP to change TL; change ERP: 9 kw; change transmitter, and make changes in ant. sys. Ann. March 16.

■ WNIU-FM (89.5 mhz) De Kalb, Ill.—Seeks CP to change TL; change HAAT to 500 ft.; change transmission line; change TPO, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 14.

■ WGAJ (91.7 mhz) Deerfield, Mass.—Seeks CP to change TL; increase ERP to .100 kw; HAAT to 313.4 ft., and make changes in ant. sys. Ann. March 16.

Accepted

KCBF (900 mhz) Fairbanks, Alaska—Seeks CP to make changes in antenna system and change trans. location. Filed March 23.

■ KUUL (92.1 mhz) Madera, Calif.—Seeks MP for CP (BPH-810223AR, as mod.) to make changes in antenna system, change type trans., change type antenna, change TL, reduce ERP to 1.85 kw and increase HAAT to 387 ft. Major environmental action under section 1.1305. Filed March 24.

■ WCVT (89.7 mhz) Towson, Md.—Seeks CP to make changes in antenna system, change type antenna, increase ERP to 10.16 kw, decrease HAAT to 236 ft., increase TPO to 5 kw and request waiver of section 73.509 of commission rules. Filed March 23.

■ WKYV-FM (106.7 mhz) Vicksburg, Miss.—Seeks MP (BPH-791012AI, as mod.) to make changes in antenna system, change TL and increase HAAT to 914 ft. Major environmental action under section 1.1305. Filed March 23.

■ WNTQ (93.1 mhz) Syracuse, N.Y.—Seeks CP to install auxiliary antenna system to be operated on ERP 39 kw (H) and change HAAT to 694 ft. (H) for auxiliary purposes only. Filed March 24.

■ WCLW-FM (105.3 mhz) Mansfield, Ohio—Seeks CP to make changes in antenna system, change type antenna, decrease ERP to 17.5, decrease HAAT to 217 ft. and decrease TPO to 7.5 kw. Filed March 23.

■ KKRB (95.9 mhz) Klamath Falls, Ore.—Seeks modification of CP (BPH-820727AA) to make changes in antenna system, change TL and increase HAAT to 125 ft. Filed March 24.

■ KPFT (90.1 mhz) Houston—Seeks CP to make changes in antenna system, change type antenna, change TL and increase HAAT to 451 ft. Filed March 23.

■ KIKK-FM (95.7 mhz) Houston—Seeks CP to install auxiliary antenna system at main TL location, to be operated on ERP 7.5 kw; change HAAT to 1,106.6 ft., and change TPO for auxiliary purposes only. Filed March 23.

■ KOLL-FM (93.5 mhz) Gillette, Wyo.—Seeks CP to make changes in antenna system in response to docket 21119, change channel to 245C, change frequency to 96.6 mhz, change TL, increase ERP to 100 kw, increase HAAT to 492 ft and change TPO. Filed March 23.

■ KCMS (103.1 mhz) Palm Desert, Calif.—Seeks CP to make changes in ant. sys.; change TL; increase ERP to .740 kw; decrease HAAT to 590 ft., and change TPO. Ann. March 14.

■ WDJF (107.9 mhz) Westport, Conn.—Seeks CP to make changes in ant. sys.; change type trans., and replace omni-directional ant. with directional antenna. Ann. March 18.

■ WWID (106.7 mhz) Gainesville, Ga.—Seeks waiver of section 73.1201(B)(2) of the rules to identify as "Gainesville-North Atlanta, Ga." Ann. March 15.

■ KIPO-FM Lihue, Hawaii—Seeks modification of CP (BPH-79050BAH, as mod.) to make changes in ant. sys.; change TL; decrease ERP to 3 kw; decrease HAAT to 78 ft., and change TPO. Ann. March 18.

■ WTXR (94.3 mhz) Chillicothe, Ill.—Seeks waiver of section 73.1201 (B)(2) of the rules to identify as "Chillicothe-Peoria Heights, Ill." Ann. March 15.

■ WHME (103.1 mhz) South Bend, Ind.—Seeks modification of CP (BPH-820507AS) to make changes in ant. sys.; change TL, and reduce overall height of tower to 275 ft. Ann. March 14.

■ KKRL (93.7 mhz) Carroll, Iowa—Seeks CP to make changes in ant. sys.; change type trans., and increase ERP to 100 kw. Ann. March 18.

■ WQMG (97.1 mhz) Greensboro, N.C.—Seeks modification of CP (BPH-820419AS) to make changes in ant. sys.; change directional antenna pattern, and decrease HAAT to 515 ft. Ann. March 17.

■ WCVZ (92.7 mhz) Zanesville, Ohio—Seeks CP to make changes in ant. sys.; change antenna height above ground to 300 ft., and change AMSL to 910 ft. Ann. March 14.

■ WESC-FM Greenville, S.C.—Seeks CP to mak changes in ant. sys.; increase ERP to 100 kw for auxiliar purposes only. Ann. March 17.

■ KBUY-FM (94.1 mhz) Amarillo, Tex.—Seeks CP to make changes in ant. sys.; increase ERP to 100 kw. Ann March 17.

■ KERA-FM (90.1 mhz) Dallas, Tex.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 1,262 ft., and increase TPO to 39.578 kw. Ann. March 14.

■ KJCS (103.3 mhz) Nacogdoches, Tex.—Seeks CP to make changes in ant. sys. and increase ERP to 100 kw. Ann. March 17.

■ KWLW (93.9 mhz) San Angelo, Tex.—Seeks modification of CP (BPH-820812AG) to make changes in ant. sys.; decrease HAAT to 648 ft. Ann. March 14.

■ KNBQ (97.3 mhz) Tacoma, Wash.—Seeks waiver of section 73.1201(B)(2) of the rules to identify as "Tacoma-Seattle, Wash." Ann. March 15.

TV applications

Tendered

KWCM-TV (ch. 10) Appleton, Minn.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur.; change TL, and make changes to ant. sys. Ann. March 17.

Accepted

■ KDHA-TV (ch. 2) Hilo, Hawaii—Seeks MP (BPCT-810831KI) to change ERP to 2.31 kw vis., .231 kw aur.; change TL, and change HAAT to -573.9 ft. (Application substitutes application of Dec. 8, 1982; "motion to accept and dismiss" filed simultaneously.) Filed March 25.

■ WSFJ-TV (ch. 51) Newark, Ohio—Seeks CP to change ERP to 96 kw vis., 9.6 kw aur.; change TL, and change HAAT to 630 ft. Major environmental action. Filed March 25.

■ WMKW-TV (ch.30) Memphis—Seeks MP to change antenna; change ERP to 2,500 kw vis. and 250 kw aur. Filed March 25.

*KRCB-TV (ch. 22) Cotati, Calif.—Seeks MP (BPET-810619KF) to change ERP to 51.65 kw vis., 5.165 kw aur. and make changes to ant. sys. Ann. March 16.

■ KQEC (ch. 32) San Francisco—Seeks CP to change ERP to 1333 kw vis., 132 kw aur. and change exciter. Ann. March 15.

■ KTMX-TV Denver—Seeks MP (BPCT-5097, as mod.) to change ERP to 5000 kw vis., 500 kw aur., change TL, and change HAAT to 1,038 ft. Ann. March 16.

■ WTIU (ch. 30) Bloomington, Ind.—Seeks CP to change ERP to 200 kw vis., 39.8 kw aur. Ann. March 15.

AM actions

KOIL (1290 khz) Omaha—Granted CP to make changes in ant. sys. and change TL; conditions. Action March 2.

KJUN (1450 khz) Puyallup, Wash.—Granted CP to make change in TL. Action March 18.

■ KEZY (1190 khz) Anaheim, Calif.—Granted CP to increase day power to 10 kw, change from non-DA to DA-2 and make changes in ant. sys.; conditions. Action March 18.

■ WOGO (680 khz) Cornell, Wis.—Returned CP to change hours of operation to unlimited by adding night service with 500 w, install DA-2, change city of license to Hallie, Wis., change TL and make changes in ant. sys. Re: overlap under section 1.1305. Action March 18.

■ WGSM (740 khz) Huntington, N.Y.—Granted MP (BP-20490 as mod.) to reduce standard pattern efficiency and add augmentation; conditions. Action March 11.

■ WIZO (1380 khz) Franklin, Tenn.—Granted MP (BP-

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

4/11/83

C1750-1

The Fifth Estate

Broadcasting Apr 11

THE ONLY NEWSCAST IN HOUSTON THAT HELPS ITS VIEWERS STAY HEALTHY, WEALTHY AND WISE.

When people in Houston turn to Channel 2News at 5, they get a lot more than national and local news.

They get timely information on personal issues. Like health. Money. The changing family.

So whether the subject is guerilla warfare in El Salvador or new techniques of money management, Houston knows there's one program that tells it all. Channel 2News at 5.

KPRCTV HOUSTON

Go where the news is.

Petry Television, Inc., National Representative, NBC Affiliate.

20814GARNE06681 GEA JUN/84
S GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD

52d Year 1983

BEST AVAILABLE COPY

Vol. 104 No. 15

Broadcasting Apr 11

Anne Jones steps down from FCC □ NAB steps up on stage in Las Vegas □ At Large with Bob Bennett

ANNE OF A THOUSAND-PLUS DAYS □ FCC Commissioner Anne Jones resigns after 15 years in government service. In an interview with BROADCASTING, Jones discusses her decision, and future. **PAGE 33.**

TURNING TO TV □ Roper again finds television news at the top of the list of the most believable source of news. **PAGE 34.**

MORE DEREGULATION □ FCC lifts ban on FM stations using their SCA's for profit and opens up STL links for lease purposes. **PAGE 35.**

VEGAS CONFAB □ More than 30,000 attendees are expected at NAB's 61st annual convention. **PAGE 31.** The agenda for the event begins on **PAGE 50.** A listing of hospitality suites begins on **PAGE 62.** A rundown of exhibitors, networks, brokers, rep firms, the FCC and others who will be in attendance appears on **PAGES 74-132.**

GOING FOR IT AT METROMEDIA □ Bob Bennett has staked a course for Metromedia Television to challenge the dominance of the three commercial networks by strengthening news operations, placing added emphasis on daytime programing and, perhaps most significantly, creating another national network, if only occasionally in ad hoc form. In this "At Large," Bennett discusses Metromedia's strategy in what he believes to be the resurging world of broadcasting. **PAGE 134.**

SPACE BEAMS □ Geostar's 2001 application to the FCC would set up a satellite system that could transmit and receive message from individual receivers from anyone, almost anywhere on earth. **PAGE 144.**

TEXT APPEAL □ NAB executive committee votes to appeal must-carry portion of FCC teletext decision. Glenn Mahone wins board seat; Eugene Jackson left out in the cold. **PAGE 146.**

THE $7 BILLION CLUB □ Procter & Gamble again leads list of top 100 advertisers on television. **PAGE 153.**

MEETING OF MINDS □ Cabletelevision Advertising Bureau explores how to get more sales dollars out of cable. **PAGE 154.**

STACKED DECK □ Networks prepare for May sweeps with specials, movies and new episodes of top-rated programs. **PAGE 158.**

MATTER OF PRINCIPLE □ Small Washington state cable system is taking must-carry rules to appeals court after FCC imposes fine for not carrying three Spokane broadcast signals. **PAGE 161.**

COOL HAND □ Bluegrass broadcaster William Stakelin accepted the challenge of NAB's board chairmanship, and used his Southern charm to calm waters after last year's stormy leadership change. **PAGE 183.**

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TV's top 100 advertisers

The companies invested a total of $7.2 billion in the medium; P&G still tops

The Television Bureau of Advertising reported last week that the top 100 advertisers in 1982 spent an estimated $7,187,499,900 in spot and network television, compared with $6,238,397,000 in 1981, a gain of about 15%. The top 100 list appears below, spot and network.

Leading the advertisers' parade was the perennial winner, Procter & Gamble, with total investments of $576.9 million, up 11%, followed by General Foods, down 8% to $303.2 million; General Mills, up 19% to $201.3 million, and American Home Products, up 15% to $197.5 million. The estimates are based on figures supplied to TVB by Broadcast Advertisers Reports.

The fastest growing categories were home electronics, up 302% to $174.5 million; computers, up 245% to $77.8 million; air freight, up 107% to $64.3 million; travel, hotels and resorts up, 52% to $194.2 million, and publishing and media, up 46% to $172.9 million.

Newcomers to the top 100 list of television advertisers were National Enquirer Inc., $29.7 million; Coleco Industries,

1982's top 100 TV advertisers

(all figures in thousands)

	Spot	Network	Total
1. Procter & Gamble	179,473	397,418	576,891
2. General Foods	70,802	232,349	303,151
3. General Mills	107,682	93,628	201,311
4. American Home Pdts.	36,682	160,767	197,450
5. General Motors	27,241	164,261	191,502
6. Pepsico	88,030	75,857	163,888
7. AT&T	66,092	95,086	161,178
8. Lever Brothers	43,761	111,811	155,573
9. McDonald's	94,148	59,875	154,024
10. Ford	22,602	128,885	151,487
11. Philip Morris	34,762	110,786	145,549
12. Coca-Cola	59,283	85,673	144,956
13. Anheuser-Busch	47,449	95,676	143,126
14. Johnson & Johnson	7,180	121,845	129,025
15. Dart & Kraft	64,275	61,743	126,019
16. Sears, Roebuck	17,529	102,563	120,093
17. Bristol-Myers	12,590	105,600	118,191
18. Pillsbury	44,176	72,942	117,118
19. Warner-Lambert	32,818	80,900	113,719
20. Warner Comm.	28,241	79,177	107,419
21. Ralston Purina	23,066	82,570	105,637
22. R.J. Reynolds	47,758	56,862	104,620
23. Mars	46,506	49,603	96,109
24. Chrysler	25,660	68,219	93,880
25. Kellogg	30,053	61,010	91,063
26. Nabisco	19,939	66,578	86,518
27. Colgate Palmolive	23,877	59,653	83,531
28. Gillette	8,632	74,025	82,657
29. Sterling Drug	15,905	66,383	82,288
30. Mattel	19,152	60.810	79,962
31. Nestle	28,556	49,105	77,661
32. Consolidated Foods	17,907	55,107	73,015
33. Beecham	5.009	66,725	71,734
34. Eastman Kodak	5,844	63,267	69,111
35. H.J. Heinz	22,631	45,916	68,547
36. Toyota	44,792	21,244	66,036
37. Wm. Wrigley	16,669	47,515	64,184
38. Richardson-Vicks	13,775	48,475	62,251
39. Nissan	35,289	23,548	58,837
40. Esmark	8,19	49,357	58,177
41. Campbell Soup	17,436	40,733	58,170
42. Quaker Oats	21,213	34,483	55,696
43. Clorox	7,316	47,359	54,676
44. Norton Simon	15,152	37,487	52,640
45. Chesebrough-Pond's	5,104	46,051	51,155
46. Revlon	15,703	33,913	49,616
47. Shering-Plough	5,159	42,947	48,107
48. ITT	30,971	16,659	47,630
49. American Cyanamid	8,788	36,839	45,628
50. Gulf + Western	21,189	24,322	45,512
51. Union Carbide	4.017	40.914	44.931
52. S.C. Johnson	8,891	34,266	43,157
53. Time	31,627	10,861	42,489
54. American Motors	15,629	26,024	41,653
55. K Mart	8,176	32,469	40,649
56. J.C. Penney	16,531	23,790	40,321
57. Volkswagen	17,156	023,028	40,184
58. Bayer	4,660	35,219	39,880
59. UAL	25,824	13,792	39,617
60. Kimberly Clark	10,830	28,787	39,617
61. Hershey Foods	13,901	25,536	39,437
62. American Express	15,072	24,253	39,325
63. Honda	8,664	29,887	38,751
64. Tayo Kogyo	10,763	26,709	37,446
65. CPC International	13,542	23,468	37,010
66. Greyhound	6,290	30,587	36,878
67. Noxell	3,772	31,527	35,300
68. IBM	4,342	29,700	34,042
69. Pfizer	1.499	32,486	33,986
70. TCF Holdings	9,618	22,771	32,389
71. General Electric	3,266	28,966	32,233
72. Wendy's	18,035	13,817	31,852
73. Polaroid	752	31,036	31,789
74. E. & J. Gallo	4,474	26,411	30,886
75. Mobil	20,489	9,808	30,297
76. N. American Philips	6,720	23,527	30,247
77. Stroh Brewery	20,733	9,403	30.137
78. Smithkline/Beckman	2,439	27,596	30,036
79. MCA	9,505	20,467	29,972
80. National Enquirer Inc.*	2,170	27,514	29,585
81. Royal Crown	23,420	4,801	28,222
82. RCA	8,805	19,126	27,931
83. Canon	6,103	21,618	27,722
84. IC Industries	15.071	11,998	27,070
85. Goodyear	11,679	15,290	26,970
86. U.S. Armed Forces	6	26,600	26,606
87. Milton Bradley	16,919	9,224	26,143
88. Pabst Brewing	19,567	6,152	25,720
89. Morton Thiokol	5,837	19,601	25,438
90. Coleco Industries*	14,180	10,920	25,101
91. Carnation	8,992	15,546	24,739
92. Federated Dept. Stores	24,446		24,446
93. A.H. Robins	22,484	1,540	24,025
94. Beatrice Foods	20 520	3,441	23,961
95. American Airlines	10,835	12,228	23,124
96. Dr Pepper*	11,263	10.991	22,255
97. Seagrams	8,410	13,754	22,164
98. GTE	16 604	5,339	21,944
99. MGM/UA*	13,067	8,752	21,839
100. Cosmair	4,097	17,430	21,527

* New to top 100 in 1982.

Note: Investments classified as retail/local by BAR (i.e.: General Foods's Investments for Burger Chef, investments by Sears, Roebuck & Co., McDonald's Corp., etc.) are included in above tabulation.

$25.1 million; Dr Pepper Co., $22.3 million; MGM/UA Entertainment Co., $21.8 million and Cosmair Inc., $21.5 million. □

The whys and wherefores of cable advertising

Annual CAB conference covers selling, creating and promoting

The Cabletelevision Advertising Bureau's annual conference, held in New York last week, provided a forum for debate on the long list of issues and problems now confronting the cable industry's efforts to become a profitable advertising medium. Among the major issues: Designing a methodology to best measure cable viewing; cable as a part of the overall media mix; creative uses of the medium, and where the industry is headed. About 1,000 cable and agency executives and advertisers attended the conference.

The keynote speaker at last Wednesday's luncheon was R. Gordon McGovern, president and chief executive officer of Campbell Soup Co. He said that perhaps cable's most valuable asset was its segmented audiences, enabling an advertiser to deliver the "kind of personal message" that cannot be delivered through the broadcast medium. Although Campbell Soup spent just a little more than $1.2 million for cable advertising in 1982, McGovern said that figure would probably double in 1983. "We look forward very much to being a part of the action" in cable, he said.

Those in attendance were also treated to a presentation on the creative potential of the cable medium by Alvin Hampel, chairman, D'Arcy-MacManus & Masius. He challenged his audience to take charge and make full use of that potential, which remains largely untapped, he said. "I have read and heard much about cable and its potential," Hampel said, "[but] I have seen little of that potential realized."

He urged agencies to learn and then teach their clients how best to use cable, which, as an advertising medium, he noted, is still in its embryonic stage. "I believe there are many advertisers that are at least curious about cable, if not downright interested. It remains for agenices to show those clients the way. . . not just with words but with film and tape."

Cable can be used to transmit traditional forms of advertising, said Hampel, but it enables the advertiser to do much more. "Advertisers and their agencies have a rare opportunity to explore and experiment. . . to use cable as a crucible for creativity, a laboratory for trying out new ideas, and a place to discover more informative, more persuasive, more entertaining ways to sell."

And from the standpoint of the bottom line, in today's market anyway, the advertiser has little to lose. "If that kind of investment doesn't always pan out," he said, "you've had the opportunity to make mistakes at a relatively low cost. Of the condition of cable today, and it is a medium really in its infancy, one could say, as a Dean of Oxford once said, 'Don't expect too much, but don't attempt too little either.' "

How to stimulate cable ad sales

In greeting cable television executives on Tuesday, Robert H. Alter, president of the Cabletelevision Advertising Bureau, stressed that system operators must drive home to advertisers and agencies that cable can provide the "missing audiences." He outlined cable's growth in channel capacity and household penetration over the past few years and the drop-off in TV network shares, particularly in cable homes.

"Advertisers are beginning to be concerned with the under-delivery of TV audiences in cable homes," he said. " We have to sell the impact of cable in network-affiliated households."

Typical of operators who have achieved some success with advertising was Donald Olson, executive director of broadcast operations for Colony Communications, Providence, R.I. He said the company's systems grossed about $85,000 in 1981, sold $1.4 million in 1982 and should reach more than $2 million this year.

He said some of the company's systems have developed programing that has attracted advertisers, including a news update show and a variety program. Olson added that it's an advantage for the system to produce the commercials and said the spots can be produced at a reasonable cost.

Audience experts. L to r: Alter, Braun, Levin and Leibowitz.

To stimulate local sales, William Kepper, president of Lakes Cablevision, McHenry, Ill., suggested a tape presentation. His firm created a 20-minute presentation and invited local advertisers to attend a viewing seminar. His bait: a bonus offer to charter advertisers. And he reported it was accepted by 20 advertisers.

Kepper also stressed the importance of attracting and keeping an efficient sales staff. He said he looks for salesmen who are highly motivated, even though they may lack background in broadcasting or advertising.

Keith Yarber, advertising sales manager, Village Cable, Chapel Hill, N.C., pointed to a number of techniques used to heighten sales interest: a sales presentation using a sports figure as narrator (the area is highly sports-minded), testimonials from satisfied clients, and strong use of direct mail material to prospects.

"On sales calls we try to learn all we can about our prospect's business," he continued. "Then we develop a campaign, often a 15-page report, in which we suggest the use of cable, often along with print and radio."

In a session on "Taking Budgets Away from Competing Media," Bob Williams, president of New England Cable Rep, Boston, said he closely follows the advertising on radio and in the print media to develop leads, particularly for co-op advertising. Williams emphasized it is important to plan for advertising several months ahead of presentation since many potential cable clients are seasonal advertisers.

Richard Gilman, director of advertising and studio operations for Heritage Communications, Des Moines, Iowa, replied to a question on moves taken against cable by other media. He said one radio station refused to accept the cable system's advertising and a TV station started to cut its rates.

Jay Crouse, chief executive officer of the Cable Advertising Network, Louisville, Ky., said consistent selling efforts can pay off. He noted that CAN sold $700,000 last year and has a target of $1 million for this year. He said that more than 50% of time available on the satellite-delivered channels has been sold.

Williams responded to a question on the advisability of bypassing the agency and approaching the advertiser directly. He said New England Cable Rep often approaches the president of a firm or the second-in-command and then a low-level media planner on the agency side. His rationale was that this type of media planner often "knows all about the client."

The questioner said he found this approach often alienated the agency. Williams replied: "Then go to the agency first but if no one returns your call by the end of the day, there's no reason why you cannot then go to the client."

A panel exploring the ambivalent attitude of some advertisers toward cable stressed that both the cable industry and advertising agencies must play a role in educating clients. One point emphasized by speakers was that cable must be judged not only on the basis of cost-per-thousand but also for its appeal to specialized groups.

Watson S. (Jay) James, vice president of stations have not set time periods for airing the show.

The Metromedia clearance brings *Breakaway's* coverage of U.S. homes to about 50%, according to Bennett, who said clearances from another 35 to 40 stations that had been waiting for a "firm go" before signing will bring the level to between 65% and 70%.

Plans for the program include a daily live feed at 4 p.m., followed by an updated feed at 5 p.m. There will be 46 weeks of originals and six weeks of "freshened" programs (not entirely original) in August and September but not during July rating sweeps. ☐

Arbitron, Nielsen results vary in N.Y. overnights

ABC's WABC-TV New York led the market in the 5, 6 and 11 p.m. news race in March in the Arbitron overnight numbers but lost the 5 p.m. period to both NBC's WNBC-TV and CBS's WCBS-TV in the Nielsens—and according to WCBS-TV researchers would have lost the 11 p.m. race to both WCBS-TV and WNBC-TV if it hadn't had ABC's powerful *Thorn Birds* for a lead-in the last three nights.

WCBS-TV placed second in all three news periods in Arbitron but was third at 6 p.m. in Nielsen. WNBC-TV was third in all three news periods in Arbitron but placed second at 6 p.m.—in addition to being first at 5 p.m.—in the Nielsen count.

In access time it was a different story. Independent WNEW-TV topped the market in Arbitron, scoring a 13.5 rating/22 share with its off-network *All in the Family*, while WNBC-TV was the market leader in Nielsen with a 16.2/27 for its *Family Feud* strips.

WNEW-TV and *All in the Family* came in second in Nielsen, with a 10.9/18, followed by WABC-TV's *Entertainment Tonight* at 9.4/16, *Benny Hill* on WOR-TV at 8.6/14, a combination of *Muppets* and *2 On the Town* on WCBS-TV at 7.0/11, and *Action News* on WPIX(TV) at 3.9/6. In Arbitron, WNEW-TV's 13.5/22 with *All in the Family* was followed by WABC-TV's *Entertainment Tonight* at 10.9/18, WNBC-TV's *Family Feud* at 10.5/17, WOR-TV's *Benny Hill* at 8.3/14, WCBS-TV's *Muppets/2 on the Town* at 7.0/11 and WPIX's Action News at 4.2/7.

Much attention centered on the 11 p.m. news race, where Tom Snyder and Kaity Tong had replaced Ernie Anastos and Rose Ann Scamardella as WABC-TV's co-anchors. Snyder-Tong retained the leadership, but with lower ratings—in Arbitron an 11.4/23 versus 12.1/25 for Anastos-Scamardella a year ago; in Nielsen an 11.7/22 versus a 13.0/25 a year ago. WCBS-TV researchers claimed that until ABC's *Thorn Birds* miniseries burst on the scene, giving Snyder-Tong an average 47.2 rating lead-in the last three nights of the March period, WCBS-TV was running first and WNBC-TV second.

Both WCBS-TV and WNBC-TV showed gains in the 11 p.m. period in both measurements. In Nielsen, WCBS-TV scored 11.0/21 compared with 9/17 a year earlier, while WNBC-TV was up to 10.3/20 from 9/18. In Arbitron, WCBS-TV went to 9.6/19 from 8.1/17 and WNBC-TV reached 9.2/18 from 8.4/17.

WABC-TV's Anastos-Scamardella combination, reunited at 5 p.m., took that hour in Arbitron with a 6.8/15—up from 6.2/14 for the period when anchored by Scamardella and Storm Field a year ago—but placed third in Nielsen with a 6.0/13, little change from a year earlier. WNBC-TV won the hour in Nielsen with a 7.3/16, up slightly from 7/15, and WCBS-TV was second with 6.8/15, up from 6/13. In Arbitron, WABC-TV's 6.8/15 was up from 6.2/14 a year ago, and WCBS-TV came in second with a 5.9/13, unchanged from March 1982, while WNBC-TV, which claimed the hour with a 6.8/15 a year ago, dropped to 5.4/12 and third place. ☐

Ratings Roundup

ABC-TV rode its highly successful miniseries, *Thorn Birds*, to victory in the 27th week of the prime time season, averaging a 24.3 rating/38.3 share against CBS-TV's 16.3/25.6 and NBC-TV's 12.9/20.1.

In addition to capturing an average rating of 41.9/59 for *Thorn Birds* (BROADCASTING, April 4), ABC scored an unusually high rating for a rerun of the movie, "The Sting" (21.9/38), on Sunday. Its 16.4/27.2 average for the night, however, came in second to CBS's 19.5/32.5.

Spring program premieres included CBS's *Goodnight Beantown* (20.3/34), which, in its 8 p.m. berth following *60 Minutes*, ranked 11th in the ratings for the week. Another CBS premiere, *Foot in the Door* (12.9/18), fared less well on Monday at 8:30 p.m.

Baby Makes Five (15.5/26), a half-hour comedy that premiered on ABC at 8 p.m. Friday, was the network's highest-rated program that night.

The First 20

1.	*Thorn Birds, part 3*	ABC	43.2/62
2.	*Thorn Birds, part 4*	ABC	43.1/62
3.	*Thorn Birds, part 2*	ABC	42.4/59
4.	*Dallas*	CBS	25.6/41
5.	*60 Minutes*	CBS	23.9/43
6.	*That's Incredible*	ABC	23.5/34
7.	*Magnum, P.I.*	CBS	23.3/38
8.	*Simon & Simon*	CBS	22.9/36
9.	*Mississippi*	CBS	22.7/43
10.	*ABC Sunday Night Movie*—"The Sting"	ABC	21.9/38
11.	*Goodnight Beantown*	CBS	20.3/34
12.	*Laverne & Shirley*	ABC	19.1/28
13.	*Love Boat*	ABC	19.0/32
14.	*Jeffersons*	CBS	19.0/30
15.	*Tucker's Witch*	CBS	18.5/31
16.	*A Team*	NBC	18.0/26
17.	*Newhart*	CBS	17.9/28
18.	*Gloria*	CBS	17.8/28
19.	*Fantasy Island*	ABC	16.9/31
20.	*Happy Days*	ABC	16.8/26

The Final Five

65.	*Monitor*	NBC	8.9/16
66.	*Pope and His Vatican*	ABC	8.7/16
67.	*Renegades*	ABC	8.0/13
68.	*Grandpa-Run With Me?*	NBC	7.0/13
69.	*ABC News Closeup—Adapt or Die*	ABC	6.3/12

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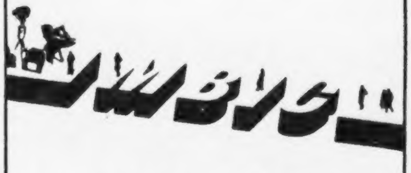

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■ Rancho Palos Verdes, Calif.—California Telecasters seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,401.5 ft.; ant. height above ground: 208.5 ft. Address: 7725 Sky Hill Drive, Los Angeles 90028. Principal: Eun S. Jee (100%), who has no other broadcast interests. Filed March 25.

■ Rancho Palos Verdes, Calif.—Channel 44 Associates seeks ch. 44; 5,000 kw vis., 500 kw aur.; HAAT: 1,586 ft.; Address: 20710 Pacific Coast Highway, Malibu, Calif. 90265. Principal: Walter F. Ulloa, 100% general partner, 21% limited partner. Ulloa is account executive and local sales manager at KMEX-TV Los Angeles. Filed March 25.

■ Rancho Palos Verdes, Calif.—Channel 44 Inc. seeks ch. 44 plus; ERP: 5,000 kw vis., 1,000 kw aur., HAAT: 1,217 ft.; ant. height above ground: 201 ft. AddressL 1880 Century Park East, Suite 500, Los Angeles 90067. Principals: Myrlie Evers, president, Kimberly Susan Kaufman and Clinton LeRoy Burch (one-third each). None has other broadcast interests. Filed March 25.

■ Rancho Palos Verdes, Calif.—Palos Verdes Broadcasting Co. Inc. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,376 ft.; ant. height above ground: 215 ft. Address: 642 Silver Spur Road, Rolling Hills Estate, Calif. 90274. Principals: James P. Devaney (45%), and wife, Susan (40%), and Nancy G. Detzen, Anthony R. Lark, Amy R. Weissbrod (5% each). James Devaney is president and 66% owner of JPD Entertainment, TV production and programing corporation. Susan Devaney is executive vice president there. Devaneys also hold same positions at JPD Enterprises, corporation that solicits advertising from U.S. firms for TV network of People's Republic of China. Amy R. Weissbrod is vice president of creative affairs for JPD Entertainment. Anthony Lark is free-lance video and film editor and producer. Filed March 25.

■ Rancho Palos Verde, Calif.—Palos Verdes Broadcasters Inc. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,694 ft.; ant. height above ground: 93 ft. Address: 300 Montgomery Street, #1200, San Francisco 94104. Principals: Terrence E. Crosby, president (80%), Carlos Duharte (10%) and wife, Marie (10%). Crosby is business advisor for WFAT-TV Johnstown, Pa. Carlos Duharte is assistant production manager for KTSF(TV) San Francisco and Maria Duharte is assistant vice president for Bank of California. Filed March 25.

■ Rancho Palos Verdes, Calif.—Springfield Television Corp. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,581 ft.; ant. height above ground: 200 ft. Address: P.O. Box 2210, Springfield, Mass. 01101. Principals: William L. Putnam, chairman; estate of Roger L. Putnam, and Joseph Deliso, who also own WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City. Filed March 25.

■ Des Moines, Iowa—Federal Television Co. seeks ch. 69; ERP: 1,399.6 kw vis., 139.96 kw aur., HAAT: 148.63 ft.; ant. height above ground: 188.7 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who is also applicant for new TV's at Ownesboro, Ky. and Greenfield, Mass. (see below). He also has pending petition for rulemaking, docket 81-726 to allocate channel 246 C to Celina, Tex. Filed March 28.

■ Owensboro, Ky.—Volunteer Communications Society seeks ch. 48; ERP: 1,300.2 kw vis., 130.02 kw aur., HAAT: 334.63 ft.; ant. height above ground: 271.7 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who also is applicant for new TV's at Des Moines, Iowa and Greenfield, Mass. (see above). Filed March 31.

■ Greenfield, Mass.—Petitioner's Society for Access Telecasting seeks ch. 32; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,173.5 ft.; ant. height above ground: 377 ft. Address: Route 10, Sparta Tenn. 38583. Principal: David Eugene Goff (100%), is also applicant for new TV's at Owensboro, Ky. and Des Moines, Iowa (see above). File March 29.

FM actions

■ Copperopolis, Calif.—Zido Corp. granted 105.5 mhz; ERP: 400 w (H); HAAT: 736 ft. (H). (BPH-821012AH). Action March 23.

■ Paradise, Calif.—JIBO Broadcasting granted 92.7 mhz, 3 kw, HAAT: 529 ft. Address: P.O. Box 1085, Paradise 95969. Estimated construction costs: $129,000; first-quarter operating cost: $21,400. Format: Popular/Classical. Principals: James T. Flood and wife, Bonnie C. (50% each). James Flood is Paradise-based independent public relations consultant and has no other broadcast interests. (BPH-810427AN). Action Feb. 7.

■ Cocoa, Fla.—National Christian Network granted 91.5 mhz, 20 kw, HAAT: 102 ft. Address: P.O. Box 493, Cocoa 32922. Principal: Noncommercial corporation, headed by Raymont A. Kassis, president, and Robert A. Jones, vice president. They own WWBC(AM) Cocoa, Fla.; Jones also owns 85% of WJJQ(AM) Tomahawk, Wis., and 52% of WRPQ(AM) Baraboo, Wis. (BPED-820201AK). Action March 23.

■ Devils Lake, N.D.—Pearson Broadcasting Co. granted for 103.5 mhz; ERP: 100 kw; HAAT: 493 ft. (BPH-821008AL). Action March 23.

■ Mission, Tex.—Mission Broadcast Enterprises granted 105.5 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2, Box 122F, Rio Grande City, Tex. 78582. Estimated construction cost: $113,500; first-quarter operating cost: $25,000; revenue: $100,000. Format: Spanish programing. Principals: Lino Canales Jr. and Gustavo Valadez Jr. (50% each). Valadez also owns Hispanic Media Enterprises, applicant for new FM in Rio Grande City, Tex. Canales is 33% owner of *Etc., Etc., Etc. Magazine*, McAllen, Tex., and has no other broadcast interests. (BPH-810309AH). Action Jan. 3.

■ Tremont, Utah—Bear River Broadcasting Co. Inc. granted 104.9 mhz; ERP: 3 kw; HAAT: minus 111 ft. (BPH-820129BQ). Action March 23.

■

TV actions

Wichita, Kan.—George E. Gunter application returned for channel 33; ERP: 1,000 kw vis.; 100 kw aur.; HAAT: 256.8 ft. (BPCT-830223KH). Action March 15.

■ Louisville, Ky.—Louisville Family TV Ltd. application returned for ch. 41; ERP: 1,139 kw vis., 114 kw aur., HAAT: 1,285 ft.; ant. height above ground: 1,146 ft. Address: Station 302, 2 Northside 75, Atlanta 30381. (BPCT-830214KF). Action March 15.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

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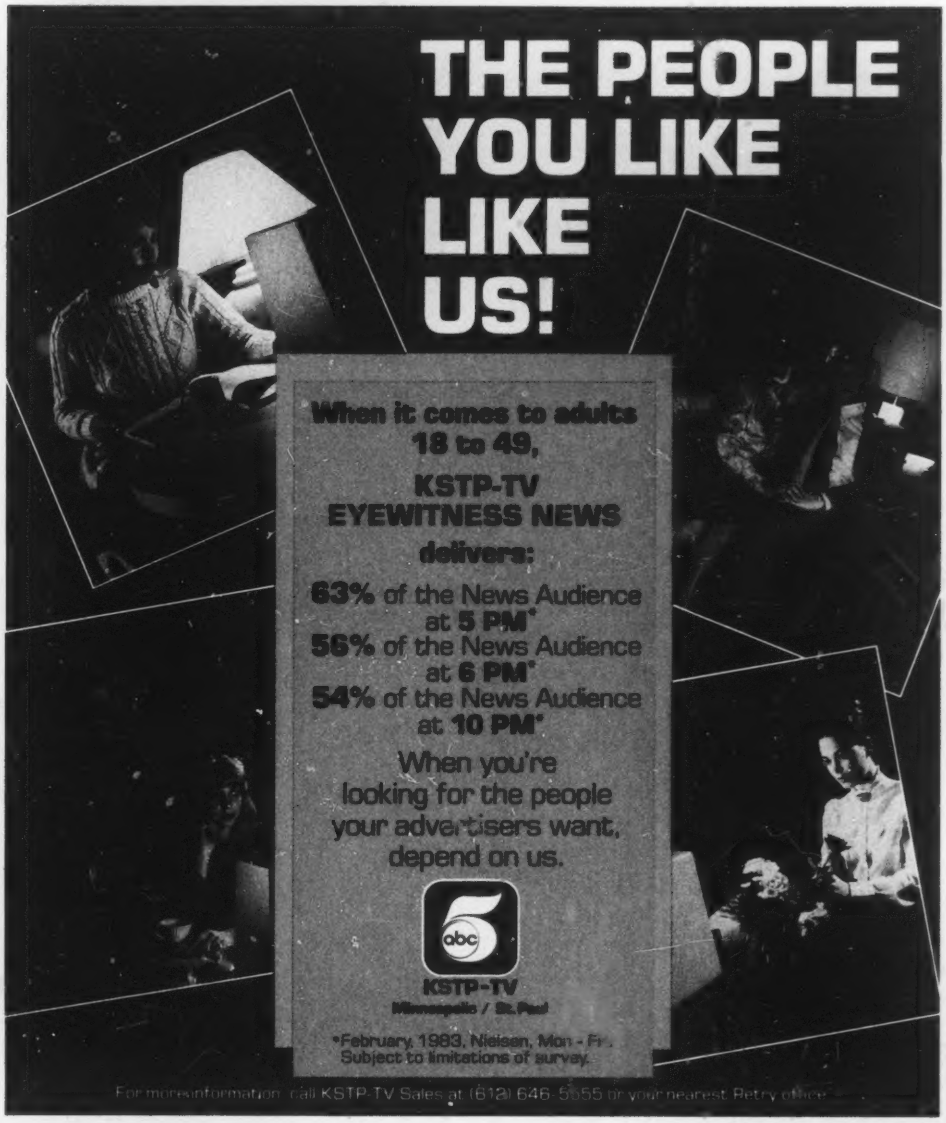

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Warner Bros.
4000 Warner Blvd., Burbank, Calif. 91522

Dukes of Hazzard, Matt Houston*, Casablanca*, Wizards and Warriors*, Mississippi*, High Performance*, Waltons, Bret Maverick, New Adventures of Wonder Woman, Kung Fu, Harry O, Life on Earth, Enos, Freebie and the Bean, David Wolper specials, Love Sidney, Alice, At Ease*, Goodnight, Beantown, Flo, Welcome Back Kotter, Private Benjamin, Thorn Birds*, V*, Mystic Warrior*, Bare Essence*, Roots, Roots: The Next Generations, Moviola, Scruples, Pearl, Warner Bros. cartoons, Bugs Bunny animated specials, Tarzan, Superman, Super Friends, Challenge of the Super Friends, Fitzpatricks, Rafferty, Search, Chico and the Man, Me and Maxx, Night the Bridge Fell Down, Haywire, Salem's Lot, Pirate, Hanging by a Thread, Awakening Land, Dukes*, New Adventures of Batman, Tarzan: Lord of the Jungle, Batman/Superman/Aquaman, international features volume (31), Aaron Spelling series and features. **Staff:** Charles McGregor, John Whitesell, Jack Cook, Bryan Hambleton, Michel Lecourt, Gary Phillips, Daniel Acon.

Worldvision 24-2,26-1
660 Madison Ave., New York 10021

AFI—Life Achievement Award/John Huston*, Uncommon Valor*, Reincarnation*, Little Mo*, Breakthrough*, Pony Express Rider*, Baker's Hawk, Dallas, Love Boat, Little House on the Prairie: A New Beginning, General Hospital, One Life to Live, All My Children, Gary Coleman Show (13), Little Rascals (13), Pac Man (13), Shirt Tales (13), Scooby Scrappy and Yabba Doo (13), The Smurfs (35), Richie Rich (8), Puppy's New Adventures (13), An Act of Love: Patricia Neal Story, Worldvision dramatic specials (10), Holocaust, Against the Wind, Ordeal of Patty Hearst, Trial of Lee Harvey Oswald, Last Nazi, AFI—10th Anniversary Salute to the Greatest Films, Paragon features (45), Prime I, II, III, IV (84), Selznick Classics (22), ABC Pictures, Hanna-Barbera/Ruby-Spears, Casper the Friendly Ghost, holiday specials (15), Eight Is Enough, Kaz, Project UFO, The Andros Targets, Spencer's Pilots, Man From Atlantis, Married: The First Year, Pruitts of Southampton, Doris Day Show (128), Hunter, Mod Squad (124), The Invaders (43), The Fugitive (120), The Next Step Beyond, Thunder (12), Garrison's Gorillas (26), Cowboy in Africa (26). **Staff:** Bert Cohen, Eugene Moss, Michael Kiwe, Brian Rhys-Jones, William Peck, Mary Demangeat, Mex Hartmann, Rolande Cousin, Harrington Silva.

Ziv International
600 N. Sepulveda Blvd., Los Angeles 90049

Angel (50), Animator's Film Library (60), Candy Candy (65), Captain Future (52), Captain Harlock (42), Captain Nemo (78), Fables of the Green Forest (52), Gumby (130), King Arthur (44), Les Miserables, Little Lulu, Littlest Warrior, Panda & the Magic Street, Peter Cottontail, Pied Piper, Robot Festival (130), Silent Night, Sinbad the Sailor, Space Angel (52), Spunky & Tadpole (150), Tales of La Manch (23), Telemats (67), Children of the World (52), Men of Destiny (130), Milestones of the Century (358), Villa Alegre (260), Bal du Moulin Rouge (2), Crystal Gayle in

Ratings Roundup

CBS-TV was back in the driver's seat in the prime time Nielsen ratings for the week ended April 10, after yielding it to ABC-TV and its *Thorn Birds* mini-series the week before (BROADCASTING, April 11). It was a close fight, however, CBS coming in with a 17.0 rating/27 share against ABC's 16.3/26, while NBC-TV brought up the rear with 13.6/22.

With the "end" of the 1982-83 season almost at hand, CBS still seemed a certain winner: In the season-to-date averages, it had an 18.3/29 to ABC's 17.6/28 and NBC's 15.2/24.

Among the week's premieres, *Ryan's Four* on ABC had a 17.1/28 in 90-minute pilot form on Tuesday night, placing 25th, then came back with a 19.8/30, tying for ninth, in its first appearance as a 60-minute entry in the 9 p.m. slot on Wednesday. The Wednesday episode held the 30 share delivered by its lead-in, *Fall Guy*, swamping the CBS Wednesday night movie, "In Defense of Kids" (9.6/16) and also overcoming its NBC opposition, *Facts of Life* (17.1.26) and *Taxi* (13.0/20).

Casablanca, premiering on NBC in the Sunday 10-11 p.m. period, turned in a 13.5/24, substantially behind CBS's regular Sunday night lineup, but giving a chase to the ABC Sunday night movie, "Altered States," which averaged a 14.2/23 over its two-hour run.

NBC's relatively new *A Team* continued to dominate the Tuesday 8-9 p.m. period, pulling a 21.6/33 and ranking sixth for the week.

The First 20

1.	*60 Minutes*	CBS 25.5/42
2.	*Magnum, P.I.*	CBS 23.9/36
3.	*NCAA Bsktbl Champ.—Houston vs. N.C. State*	CBS 22.7/33
4.	*Dynasty*	ABC 22.5/38
5.	*Three's Company*	ABC 22.4/34
6.	*A Team*	NBC 21.6/33
7.	*Jeffersons*	CBS 21.5/32
8.	*Newhart*	CBS 21.4/32
9.	*Trapper John, M.D.*	CBS 19.8/34
10.	*Simon & Simon*	CBS 19.8/30
11.	*Ryan's Four*	ABC 19.8/30
12.	*Fall Guy*	ABC 19.4/30
13.	*ABC Monday Night Movie—Divorce Wars: A Love Story*	ABC 19.4/29
14.	*That's Incredible*	CBS 19.4/28
15.	*Magic-David Copperfield*	CBS 19.3/31
16.	*NCAA Bsktbl Champ. Post-Game*	CBS 18.9/30
17.	*Goodnight, Beantown*	CBS 18.3/28
18.	*Matt Houston*	ABC 18.5/28
19.	*Dukes of Hazzard*	CBS 18.1/29
20.	*CBS Sat. Night Movie—Murder Me, Murder You*	CBS 17.9/31

The Final Five

70.	*CHiPs*	NBC 9.1/15
71.	*Gun Shy*	CBS 8.6/13
72.	*Renegades*	ABC 8.4/13
73.	*Square Pegs*	CBS 8.2/12
74.	*Monitor*	NBC 6.5/12

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■ KUIC(FM) Vacaville, Calif. (95.3 mhz, 2.85 kw, HAAT: 205 ft.)—Granted assignment of license from KUIC Levin Radio Inc. to Quick Broadcasting Inc. for $1.5 million. Seller: Estate of Harvey Levin, William Horwick, executor. It also was granted FCC approval to sell KFAT(FM) Gilroy, Calif., for $900,000 (BROADCASTING, Jan. 17). Buyer is owned by Harry Benton, president, and Benton family members (50%), Shirley Fuchsberg (25%), and others. Benton is Colorado investor, and Fuchsberg is New York businesswoman. Neither has other broadcast interests. (BALH-830127HB). Granted March 25.

■ WTRS-AM-FM Dunnellon, Fla. (920 khz, 500 w-D; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Citrus Broadcasters Inc. to Asterisk Communications Inc. for $385,000. Seller is principally owned by Edward B. McLaughlin and Robert E. Kusch, who also are principal owners of WTTB(AM) Vero Beach, Fla. Buyer is owned by Richard S. Ingham (100%), who is vice president and 50% owner of KIEM-TV Eureka, Calif. (BAL,H-830207HQ,R). Action March 24.

■ WIAF(AM) Clarkesville, Ga. (1500 khz, 5 kw-D)—Granted assignment of license from Joseph Broadcasting Inc. to Radio Habersham Inc. for $160,000. Seller: Jacqueline A. Joseph and family, who also own WDYX(AM)-WGCO(FM) Buford, Ga. Buyer: Dallas M. Tarkenton III (100%), who has no other broadcast interests. (BAL-830208EU). Action March 24.

■ KSPD(AM) Boise, Idaho (790 khz, 1 kw-D)—Granted assignment of license from New Life Enterprises Inc. to KSPD Inc. for $200,000. Seller is owned by Dan W. Jantz and Jim Patterson, who also owns 50% each of KIRV(AM) Fresno, Calif. Patterson also has interest in KGDP(TK) Santa Ynez, Calif. Buyer is owned by E. Thomas, chairman (51%) and Le Moyne G. Schafer (49%), who have no other broadcast interests. (BAPL-830131EG). Action March 24.

■ KSLA-TV Shreveport, La. (ch. 12, 316 kw vis., 38 kw aur., HAAT: 1,800 ft.)—Granted assignment of license from KSLA-TV Inc. to VSC Communications Inc. for one million shares of Viacom stock, valued at approximately $32 million. Seller will exchange its stock for one million shares of Viacom and will become wholly owned subsidiary of Viacom International. Seller is principally owned by Dolores G. LaVigne (48.5%) and Winston B. Linam (12.3%), who have no other broadcast interests. Buyer is owned by publicly traded Viacom International Inc., which is headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. (BALCT-830215KE). Action March 30.

■ WMBH(AM) Joplin, Mo. (1450 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Big Chief Broadcasting Co. of Missouri Inc. from Lovell Morris "Jack" Beasley and Edwin Percival (100% before; none after) to Little Chief Broadcasting Co. of Fayetteville Inc. (none before; 100% after). Consideration: $200,000. Principals: Seller Beasley also owns 35% of KREK(AM) Bristow, Okla., and 39% of CP for new FM at Bristow. Buyer is owned by Levoy P. Dematree (89%) and wife, Reva (11%), who own co-located KKUZ(FM) and KKEG(AM)-KFAY(FM) Fayetteville, Ark. (BTC-821222FC). Action March 22.

■ WEMJ(AM) Laconia, N.H. (1490 khz, 1 kw, 250 w-N)—Granted assignment of license from WTSN Inc. to Central Broadcast Services Inc. for $374,000. Seller is principally owned by Ralph Gottlieb, who also sold, subject to FCC approval, WTSN(AM) Dover, N.H. for $1.1 million (BROADCASTING, Jan. 3). Buyer: James M. McCann (90%) and C. Richard Lutsk (10%). McCann is vice president and 9.6% owner each of WTSN(AM) Dover; WEMJ(AM) Laconia, and WZID(FM) Manchester, all New Hampshire. (BAL-830125FV). Action March 22.

■ WQRB(AM)-WBAG(FM) Burlington, N.C. (1150 khz, 1 kw-D; FM: 93.9 mhz, 50 kw, HAAT: 230 ft.)—Granted assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for $1.75 million. Seller is owned by Lawrence F. Neece Jr. (48.26%), his mother Viola N. Johnson (36.63%), and G.C. Starnes (15.12%), who have no other broadcast interests. Buyer is principally owned by James A. Heavner, president. It is spinning off WQRB (see below). Village Companies also owns WMFD(AM), which it is selling (see below) and WWQQ(FM) Wilmington, and WXHL(AM) Chapel Hill, both North Carolina, and WKQQ(FM) Lexington, Ky., plus cable systems serving Orange county, Durham county and Chapel Hill, all North Carolina. (Bal,H-830107HF,G). Action March 24.

■ WQRB(AM) Burlington, N.C. (1150 khz, 1 kw-D)—Granted assignment of license from Village Companies of Chapel Hill Inc. to Falcon Communications Inc. for $165,000. Seller is Chapel Hill, N.C.-based group owner of two AM's and two FM's principally owned by James A. Heavner. It bought WQRB(AM) along with co-located WBAG(FM) Burlington, N.C. (see above) for $1.75 million and is spinning off AM. Buyer: William A. Hawks (100%), who has no other broadcast interests. (BAL-830204EQ). Action March 24.

■ WGIV(AM) Charlotte, N.C.(1600 khz, 1 kw-D; 500 w-N)—Granted assignment of license from Harris Communications Corp. to FMK Broadcasting Corp. Seller bought station in 1981 and must sell station because of insufficient funds to continue operation. It will sell to FMK Broadcasting for, as yet, unspecified sum. Buyer is subsidiary of Firstmark Corp. and is principally owned by Leonard Rochwarger. Firstmark Corp. is Buffalo, N.Y.-based CATV consultant and financier and has no other broadcast interests. (BAPL-821217ES). Action March 23.

■ WRZR(AM) Raleigh, N.C. (1550 khz, 1 kw-D)—Granted assignment of license from Moonshadow Broadcasting Inc. to WSES Broadcasting Inc. for $209,000. Seller is owned by Robert N. Bander (100%), who has no other broadcast interests. Buyer is owned by Staunton Perkins (100%), who has no other broadcast interests. (BAL-830209EX). Action March 29.

■ WTXY(AM) Whiteville, N.C. (1540 khz, 1 kw-D)—Granted assignment of license from Waccamaw Broadcasting Inc. to Tuffy Broadcasting Inc. for $106,000. Seller is owned by Tommie Grainger and Kendrick Wilkes Jr. (50% each). Grainger also owns 50% of WJXY(AM) Conway, S.C. Buyer is owned by David B. Putnam Jr. (80%) and wife, Anne (20%), who have no other broadcast interests. Anne Putnam's father, John Sawyer, is director and controls 35% of Great Trails Broadcasting Corp., group owner of five AM's, four FM's and two TV's. (BAL-830204ER). Action March 24.

■ WMFD(AM) Wilmington, N.C. (630 khz, 1 kw-D, DA-2)—Granted assignment of license from Village Radio of Wilmington Inc. to WMFD Inc. for $500,000. Seller is Chapel Hill, N.C.-based group owner principally owned by James A. Heavner. It also bought WQRB(AM)-WBAG(FM) Burlington, N.C., (see above) and is spinning off WQRB (see above). Buyer is owned by Carolina Bottlers Inc. (50%) and Lee W. Hauser and Brett Blizzard (25% each). Carolina Bottlers is owned by local investors Carl B. Brown Jr. and Donald R. Watson. Hauser is former general manager of Village's WCHL(AM) Chapel Hill, N.C. (BAL-830209EY). Action March 29.

■ WDSC-AM-FM Dillon, S.C. (800 khz, 1 kw-D; FM: 92.9 mhz, 10 kw, HAAT: 310 ft.)—Granted assignment of license from Border Broadcasting Inc. to Cy N. Bahakel Jr. for $1.5 million. Seller is owned by L.B. Hyman (52%), Phil B. Brown (34%), and estate of Joseph K. Martin (14%), who have no other broadcast interests. Buyer is son of Cy N. Bahakel Sr., Charlotte, N.C.-based group owner of six AM's, five FM's and seven TV's. (BAL,H-830131HD,E). Action March 30.

■ WMCC(FM) Etowah, Tenn. (103.1 mhz, 3 kw, HAAT: 14 ft.)—Granted assignment of license from Athens Broadcasting Corp. to Ketron Broadcasting Inc. for approximately $150,000. Seller is principally owned by Steve H. Snowden, president. He bought station from Ketron last year and is now transferring WMCC back to Ketron in lieu of debt. He has also sold, subject to FCC approval, WLAR(AM) Athens, Tenn., WUCR(AM) Sparta, Tenn., and is applicant for new FM at Clarksville, Va. Buyer is owned by Charles R. Ketron, president, who also owns WCPH(AM) Etowah. (BALH-830217GG). Action March 30.

■ KEZB(FM) El Paso, Tex. (93.9 mhz, 100 kw, HAAT: 980 ft.)—Granted assignment of license from El Paso Broadcasting Corp. to KEZB El Paso Inc. for $1.2 million. Seller is principallyowned by Michelle A. Haston, president, who is also permittee of KVFM(FM) Ogden, Utah. Buyer is owned 100% by Jack Rich, president, who is El Paso businessman and has no other broadcast interests. (BAPLH-830216GF). Action March 30.

■ KTRN(AM) Wichita Falls, Tex. (1290 khz, 5 kw-D, 1 kw-N, DA-N)—Granted assignment of license from KTRN Inc. to Brandon Broadcasting of Texas for $500,000 plus $100,000 for noncompete agreement. Seller is owned by Raymond Ruff (100%), who has no other broadcast interests. Buyer is owned by Anthony S. Brandon (50%), and his sons, Lawrence (30%) and L. Rogers (20%). Lawrence and Anthony Brandon have interest in KKQV(FM) Wichita Falls; KERN(AM)-KQXR(FM) Bakersfield, Calif.; KZOZ(FM) San Luis Obispo, Calif.; KKAL(AM) Arroyo Grande, Calif., and WWWG(AM) Rochester, N.Y. Rogers Brandon is vice president and general manager of KKQV. (BAL-830202EO). Action March 22.

■ KTRQ(AM) Ephrata, Wash. (810 khz, 1 kw-D)—Granted assignment of license from Read Broadcasting of Ephrata Inc. to Central Columbia Broadcasters for $250,000. Seller is owned by Thomas W. Read and wife, Melinda, who also own co-located KTRM(FM). Thomas Read also owns KTRW(FM) East Wenatchee, Wash. They bought KTRQ (formerly KULE) in 1981 for $106,540 (BROADCASTING, June 15, 1981). Buyer is owned by Neil Gray and wife, Deborah, and Tom Allison and wife, Connie. Neil Gray is general manager of KTKN(AM) Ketchikan, Alaska, where Tom Allison is sales manager. (BAL-830128EE). Action March 24.

■ WPAR(AM) Parkersburg, W. Va. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Burka Broadcasting Inc. to Composite Broadcasting Inc. for $374,000. Seller is owned by Bernard A. Burka, president, and others, none of whom have other broadcast interests. Buyer is owned by John W. Patten, president (19%) and four others, who are principal owners of WNUS(FM) Belpre, Ohio. (BAL-830207ES). Granted March 24.

■ WCQL(AM) Pewaukee, Wis. (1370 khz, 500 w-D)—Granted assignment of license from S.K.R. Inc. to Dri-Four Inc. for $65,000. Seller is owned by Andrew M. Spheeris, receiver. Assignment is initially by court order. Buyer is owned by Gayle Dvorak, Harold C. Lardinois and S. Armagan (one-third each). Dvorak and Lardinois each own 2% of WAZF(AM) Yazoo City, Miss., and WVLR(FM) Sauk City, Wis. Dvorak also owns 40% of WROC(AM)-WQAZ(FM) Cleveland, Miss. Armagan has no other broadcast interests. (BAL-821028GQ). Action March 5.

Summary of broadcasting

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization
**Includes off-air licenses

FCC tabulations as of Sept. 30, 1982

Facilities changes

AM applications

Tendered

■ WCBF (1010 khz) Tampa, Fla.—Seeks CP to change city of license to Seffner, Fla.; change hours of operation to

C1750-1 4/25/83

The Fifth Estate

Broadcasting Apr 25

52d Year 1983

When the dust of NATPE cleared, the group of motion pictures that stood above the rest...

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The Jerk

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The Four Seasons

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The Blues Brothers
The Border
Bustin' Loose
Conan The Barbarian
Continental Divide
The Deer Hunter
The Electric Horseman
Fast Times At Ridgemont High

The Four Seasons
The Harlem Globetrotters On Gilligan's Island
The Incredible Shrinking Woman
The Island
It Happened One Christmas
Jaws II
The Jerk
The Last Married Couple In America

Madame X
Melvin And Howard
Nighthawks
Sgt. Pepper's Lonely Hearts Club Band
Silence Of The North
Smokey And The Bandit II

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Vol. 104 No. 17

Broadcasting Apr 25

End of an era: Paley steps down at CBS □ Post-NAB technology on parade □ S. 66 passes Commerce Committee □ CBS wins prime time ratings season

WINNER'S CIRCLE □ CBS wins the prime time season by a half point over ABC, and by three points over NBC. **PAGE 23.**

TOP-LEVEL ANALYSIS □ Network observers say strong comedy lineup and made-for-TV movies put CBS over the top, but season showed value of mini-series, evidenced by ABC's successes. **PAGE 24.**

LIVING LEGEND □ William Paley, 37 years as chairman and over 50 as boss, hands over the reins of CBS to Thomas Wyman, at shareholders meeting in St. Louis. **PAGE 25.**

CABLE VICTORY □ S. 66, cable deregulation bill, sails through Commerce Committee, although some NLC members oppose legislation. **PAGE 26.**

CBS SETBACK □ Judge rules CBS News must release Benjamin report connected with Westmoreland libel case. **PAGE 27.**

COWBOY FEVER □ CBS buys Dallas AM and regional networks from Metromedia for $27 million in cash. **PAGE 30.**

NETWORK REBUTTAL □ In comprehensive "At Large" interview with BROADCASTING editors, CBS Washington Vice President Donald Wear explains network position and rebuts opponents' arguments in financial interest and syndication rules. **PAGE 36.**

CABLE PENETRATION □ January ratings show pay cable making inroads into broadcast network viewing. **PAGE 52.**

'V' ROCKET □ NBC set for next week's $23-million, two-night drama about aliens. **PAGE 52.**

LUMP SUM □ Nonwired network selling is a growing, and to some controversial, method of spot radio selling. **PAGE 60.**

FCC BACKED □ Appeals court rules commission acted properly in adding four VHF drop-ins to allocation table. **PAGE 66.**

HILL BARRAGE □ House Telecommunications Subcommittee's Leland blasts FCC for poor minority hiring record. **PAGE 68.**

CAMERA MOVEMENT □ Votes of three undecided Republicans seem to be key to passage of resolution on admitting TV cameras into Senate chambers. **PAGE 68.**

PUBLIC CONFEREES □ National Public Radio conference hears news of Mankiewicz stepping aside and budget shortages increasing. **PAGE 76.**

TOOLS OF THE TRADE □ Technology on parade at NAB in Las Vegas included a strong challenge to half-inch by quarter-inch videocassette manufacturers. **PAGE 82.** CBS's Joe Flaherty discusses the state of the HDTV marketplace and the ongoing need to establish standards before the fruits of technology can be appreciated. **PAGE 84.** Sansui's multisystem AM stereo tuner capable of decoding all four competing systems draws the most interest from the radio industry. **PAGE 86.**

FEISTY COMPETITOR □ The personality of William McGowan and the company he runs are synonymous. MCI has fought its way from the minor leagues to the majors by becoming AT&T's chief long-distance competitor. **PAGE 103.**

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Stay Tuned

A professional's guide to the intermedia week (April 25-May 1)

Network television ☐ PBS: (check local times) *Wings* (play) [Arthur Kopit], Tuesday, 9-10:30 p.m.; *Mark Russell Comedy* (special), Wednesday, 9-9:30 p.m.; NBC: *NBC White Paper: Crime and Insanity*, Tuesday, 10-11 p.m.; *American Heroes: The Sports Chronicle** (sports magazine), Sunday, 7-8 p.m.; *V* (part one of a four-hour mini-series), Sunday, 9-11 p.m., [conclusion to air 5/2]; CBS: *I, Leonardo: A Journey of the Mind* (chronicle of da Vinci's life), Tuesday, 8-9 p.m.; CBS: *Life's Most Embarrasing Moments* (comedy special), Wednesday, 10-11 p.m.

Operation Prime Time ☐ *Blood Feud... Kennedy vs. Hoffa* (two-part mini-series), to air in 91 markets (46 of top 50) throughout this week, four hours in length.

Radio (check local times) ☐ CBS Radio: *Newsmark: "A Lock on the Golden Door"* (an overview of U.S. immigration), Friday, 9:15-9:45 p.m.

Cable ☐ HBO: "Missing" (movie), Sunday, 8-10 p.m.; "Victor/Victoria" (movie), Sunday, 10:15-midnight.

Museum of Broadcasting ☐ (1 East 53d Street, New York) *Contemporary German Television*, a festival of programing, now through April 30.

*indicates a premiere episode

May 8-11—*International Television Association's* 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

May 9—*International Television Association's* second teleconference. Royal York hotel, Toronto.

May 9—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Theme: "New Jersey Film Commission—A Salute to Creative New Jersey." Copacabana, New York.

May 9-11—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 10—*Television Bureau of Advertising* regional sales training seminar. Hilton Airport, Detroit.

May 10-11—*Massachusetts Broadcasters Association* annual legislative trip to visit Massachusetts congressional delegation. Washington.

May 10-12—*Jerrold division of General Instrument Corp.* technical seminar. Holiday Inn, Minneapolis.

May 11—*New England Cable Television Association* spring conference. Sheraton Tara, Nashua, N.H.

May 11—"A Study of Careers at Cable TV Programing Services," sponsored by *New York University School of Continuing Education Telecommunications Program.* NYU campus, New York.

May 11—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert L. Turner, president, Lexington Broadcast Services, on "20 Questions (and the surprising answers the networks don't want to hear) About Television's Booming $300,000,000 Advertiser-Supported Syndication Business." Copacabana, New York.

May 11-13—*University of Wisconsin-Extension* seminar, "On-Air Promotion for Public Television." Lowell Hall, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

May 12—*Southwestern Broadcasting Representatives Association's* "Media Event of the Year." Big D Ranch, Dallas.

May 12—*Television Bureau of Advertising* regional sales training seminar. Adams Mark, Philadelphia.

■ **May 12**—"Videotech: Marketing and the New Communications Technologies" conference sponsored by *University of Baltimore marketing department* and *Baltimore chapter of American Marketing Association*. Speakers include Harry Smith, CBS Inc.; Albert Crane, CBS's Extravision; Mike Coniff, NBC-TV, and Ben Smyly, Keycom Electronic Publishing. Baltimore Convention Center, Baltimore.

May 12-13—*Federal Communications Bar Association* conference on international communications, co-sponsored by Georgetown University's International Law Institute, "New Developments in International Telecommunications Policy." Speakers include: Cornelis Jansen Van Rosendaal, Commission of European Commmunities; Diana Lady Dougan, U.S. State Department; Abbott Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference on direct broadcast satellite service; FCC Commissioner Anne Jones; Marie-Monique Steckel, France Telecom Inc.; Miguel Sanchez Ruiz, Ministry of Communications and Transportation, Mexico; Jonathan Soloman, Post and Telecommunications Division, United Kingdom, and Dr. Joao Carlos Albernaz, Ministry of Communications, Brazil. Capital Hilton hotel, Washington.

May 12-14—*International Broadcasters Idea Bank* convention. Host broadcaster: Tad Fogel, WINH(AM)-WGMB(FM) Georgetown, S.C. Myrtle Beach Hilton, Myrtle Beach, S.C.

May 13—*Bay Area Cable Club* toast to cable television industry of northern California, "Nuit d'Elegance." Fairmont hotel, San Francisco. Information: Lou Soucie, Gill Cable, (408) 998-7333.

May 13-14—25th anniversary celebration of WDCR(AM)-WFRD(FM) Hanover, N.H., stations at Dartmouth College. Dartmouth campus, Hanover, N.H.

Errata

In **February sweeps** chart in April 4 issue, household figure for **ABC** affiliate in **Corpus Christi, Tex.,** market should have been **37,000.**

May 13-15—*Florida Associated Press Broadcasters* 35th annual meeting/RTNDA region 14 annual meeting. Busch Gardens, Tampa.

■ **May 13-15**—Denver Satellite Expo and Private Cable Conference. Sheraton Denver Tech Center, Denver. Information: '83 Sat Expo, 805 East Cornell, Englewood, Colo., 80110.

May 14—*Radio-Television News Directors Association* region 14 meeting with Florida AP Broadcasters. Busch Gardens, Tampa, Fla.

May 14—"Public Access to Cable TV: A Do-It-Yourself Workshop," sponsored by *UCLA Extension.* UCLA campus, Los Angeles. Information: (213) 825-0641.

May 15-17—"Telecommunications in the Caribbean Basin" conference sponsored by *Caribbean/Central American Action* and *Private Sector Organization of Jamaica*, to "identify and act upon ways that the telecommunications revolution can help Caribbean nations achieve their goals for economic growth and development." Ocho Rios Sheraton, Ocho Rios, Jamaica.

May 15-18—*NBC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 15-18—National Indian Communications Conference (formerly National Indian Media Conference), sponsored by *Native American Public Broadcasting Consortium*, Downtown Holiday Inn, Minneapolis.

May 16-18—*Central Educational Network/Eastern Educational Network's* spring workshop for instructional television professionals. Fawcett Center for Tomorrow, Columbus, Ohio. Information: Ted Lucas, (312) 545-7500.

May 16-19—*Arbitron Radio* Advisory Council meeting. Homestead, Hot Springs, Va.

May 16-19—*Canadian Cable Television Association* 26th annual convention and "Cablexpo." Convention Center, Calgary, Alberta.

May 17—*Radio Advertising Bureau* "Idearama" for radio sales people. Concourse, Madison, Wis.

■ **May 17**—*Southern California Cable Club* meeting. Speaker: Brian Lamb, president, C-SPAN. Proud Bird restaurant, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* sales managers conference. Dublin Stouffer's, Columbus, Ohio.

May 18—*Women in Cable, New England chapter*, meeting. Speaker: Kay Koplovitz, USA Cable Network. Hyatt Regency, Cambridge, Mass.

May 18—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 18-19—*Ohio Association of Broadcasters'* spring convention. Speakers include William Baker, president, Westinghouse Broadcasting; Elmer Lower, former ABC News president, and Tom O'Brien, vice president, Mutual Broadcasting. Dublin Stouffer's, Columbus, Ohio.

May 18-20—*International Radio Festival of New York* week. Information: 251 West 57th Street, New York, 10019; (212) 246-5133.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 18-21**—*Concert Music Broadcasters Association* annual meeting. Executive House, Chicago. Information: (313) 476-5555.

May 19—*Hollywood Radio and Television Society* luncheon. Guest speaker: actor Robert Redford. Beverly Hilton hotel, Beverly Hills, Calif.

May 19—*Radio Advertising Bureau* "Idearama" for radio sales people. Registry hotel, Minneapolis.

May 19-20—*Kentucky Broadcasters Association* spring convention. Speaker: Eddie Fritts, president, National Association of Broadcasters president. Ramada Inn East, Louisville, Ky.

May 19-20—*University of Wisconsin-Extension* "Broadcast Engineering Management" seminar. UW campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

May 19-21—*Minorities in Cable Inc.* annual conference. Columbia University, New York. Information: (212) 683-5656.

May 19-22—*Michigan State University's* "International Conference on Television Drama." Kellogg Center, MSU campus, East Lansing, Mich.

May 20—Awards presentation ceremonies for second annual *International Radio Festival of New York.* Sheraton Center, New York.

May 20-22—*Pennsylvania AP Broadcasters* annual meeting (with region 12 of Radio-Television News Directors Association). Pittsburgh Hyatt hotel, Pittsburgh.

May 21—*Society of Motion Picture and Television Engineers, Hollywood chapter*, seminar, "Production Lighting Techniques." Universal Studios, stages 43 and 44, Los Angeles.

May 24—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

May 22-25—*CBS-TV* affiliates annual meeting. Cantury Plaza hotel, Los Angeles.

May 24—*Radio Advertising Bureau* "Idearama" for

Ratings Roundup

With the help of the highest rated Academy Awards broadcast in 10 years (BROADCASTING, April 18), ABC-TV captured the final week of the prime time season and pumped another 10th of a point into its overall average, finishing the season just five-tenths of a point behind first-ranked CBS-TV. For the week, ABC averaged an 18.4 rating/29.8 share, against CBS's 16.9/27.5 and NBC-TV's 13/21.1

The three-hour Academy Awards broadcast (38/59), paired with a lead-in Barbara Walters special (24/38) gave ABC an average 33.3/49.6 for Monday. That virtually demolished the competition on the other two networks, including a CBS News special, *Eye on the Media* (6.2/10), and the movie, "The Capture of Grizzly Adams" (13/19) on NBC.

A made-for-TV movie, *Summer Girl* (20.5/33) helped CBS win Tuesday night (with an average 17.4/27.5). ABC, which usually wins Tuesdays, averaged a 15.9/25 for the night, with a lineup that included reruns of *Happy Days*, *Laverne and Shirley* and *Three's Company*, while NBC continued to score above its average for the night on the strength of its new hit series, *A Team* (22.2/34). Another made-for-TV movie, *The Mountain Men* (17.5/28), helped ABC to a higher-than-average rating for Sunday night (16.6/26.6)

ABC won Monday, Wednesday and Saturday, while CBS won Tuesday, Thursday, Friday and Sunday. Among the week's top 30 programs, ABC and CBS both had 14 while NBC had three. In the evening news races, CBS averaged a 13.4/24 for the week, compared with an 11.2/20 for ABC and 11/20 for NBC.

The First 20

1.	*Academy Awards*	ABC 38.0/59
2.	*60 Minutes*	CBS 24.8/41
3.	*Dallas*	CBS 24.0/39
4.	*Barbara Walters Special*	ABC 24.0/38
5.	*Magnum, PI*	CBS 23.7/37
6.	*Dynasty*	ABC 23.2/39
7.	*A Team*	NBC 22.2/34
8.	*Trapper John, M.D.*	CBS 21.5/38
9.	*CBS Tuesday Night Movies*—"Summer Girl"	CBS 20.5/33
10.	*Simon & Simon*	CBS 20.2/32
11.	*Love Boat*	ABC 19.5/33
12.	*Fall Guy*	ABC 19.0/30
13.	*Alice*	CBS 18.8/29
14.	*Matt Houston*	ABC 18.4/28
15.	*Country Music Association Salute*	CBS 18.3/29
16.	*Mississippi*	NBC 18.2/34
17.	*Jeffersons*	CBS 17.7/26
18.	*ABC Sunday Night Movie*—"The Mountain Men"	ABC 17.5/28
19.	*Three's Company*	ABC 17.4/26
20.	*Facts of Life*	NBC 17.3/27

The Final Five

70.	*Bare Essence*	NBC 8.9/16
71.	*Teachers Only*	NBC 8.9/15
72.	*Casablanca*	NBC 8.6/15
73.	*Monitor*	NBC 6.9/13
74.	*CBS News Special*—"Eye on the Media"	CBS 6.2/10

and- a-half hours. It's not overkill when it's a major Boston tradition."

Ratings will not be available for at least another month. □

SEC clears HBO for Nova project

The Securities and Exchange Commission last Tuesday (April 19) concluded that Home Box Office's partnership in the so-called Nova studio project would not conflict with its central role in the formation of Silver Screen Partners, a limited partnership offering that could raise up to $125 million for production of theatrical films that would be seen exclusively on the pay TV services.

The agency's action clears the way for public sale of limited partnership units by this Tuesday (April 26), according to E.F. Hutton & Co., which is handling sales for Silver Screen Partners.

The SEC had raised questions about whether SSP would conflict with HBO's involvement in the formation of a major motion picture studio, dubbed Nova, with Columbia Pictures and CBS Inc. The pay TV service assured the SEC that it would actively generate product only for SSP, while retaining the right to require Nova to distribute a limited number of HBO-financed films to theaters in return for a fee from HBO. Columbia Pictures is expected to distribute Nova's films, although the new studio will do its own marketing.

In Los Angeles last week, staff investigators for the U.S. Department of Justice continued interviews with studio and corporate executives regarding the antitrust implication of Nova, as well as the proposed partnership of Warner Brothers, Paramount Pictures and Universal Studios to take over ownership of Showtime and The Movie Channel, the second- and third-largest pay TV services. If all the proposed partnerships go through as planned, only MGM/UA Entertainment and 20th Century-Fox among the major motion picture studios standing will lack ownership involvement in pay TV services. Studio executives were reluctant to comment, even off the record, about the Justice Department probe last week. A government decision on Nova is expected some time next month. □

AMPTP stats show minorities still underrepresented in films, TV shows

Employment statistics compiled by the Alliance of Motion Picture and Television Producers for the Screen Actors Guild, indicate that minorities continue to be underrepresented in casting for television and motion picture roles.

The survey, compiled by the alliance in compliance with its current contract with the Screen Actors Guild, contains data supplied by NBC-TV, MTM Productions, Lorimar Productions, Aaron Spelling Productions, Paramount Studios, Columbia Studios, Universal Pictures, 20th Century-Fox Film Corp, Warner-Brothers Studios and MGM/UA Entertainment Co. for a 15-month period ending last Sept. 30.

The statistics show blacks were cast in less than 5% of feature films and prime time television programs, although they make up more than 12% of the population. Hispanics, who constitute 6.4% of the population, were cast in less than 3% of prime time television and theatrical productions.

Of the three commercial networks, only statistics from NBC-TV were available. The report said that out of 1145 roles, 93.7% of parts went to white actors, 5.9% to blacks and .35% to Hispanics. The survey noted that the figures are for all parts, but that most leading roles went to white actors.

The largest percentage of minorities hired was at MGM/UA, which last year signed an affirmative action agreement with the National Association for the Advancement of Colored People. The studio placed blacks in 8.5% and Hispanics in 4.2% of the 1,817 parts cast for theatrical features and prime time television programs. □

Networks announce Saturday morning lineups for fall

NBC-TV, the underdog in prime time ratings but the leader in the Saturday morning sweepstakes, will begin the fall season in September with five returning series and three new programs on Saturday morning.

Back on the NBC-TV schedule are *The Flintstone Funnies* (8-8:30 a.m.), *The Shirt Tales* (8:30-9 a.m.), *Smurfs* (9-10:30 a.m.), *The Amazing Spider-Man* (noon-12:30 p.m.) *Thundarr the Barbarian*. New to the Saturday morning schedule are *Alvin and The Chipmunks* (10:30-11 a.m.) *and Going Bananas* (11:30 a.m.-12 noon). Another new program is to be announced.

ABC-TV is introducing three series to its Saturday morning lineup. They are *Monchhichis* (9-9:30 a.m.), *Rubik The Amazing Cube* (10-10:30 a.m.) and *The Littles* (10:30-11 a.m.). Returning this fall are *The Best of Scooby Doo* (8-8:30 a.m.), *The Little Rascals-Richie Rich Show* (8:30-9 a.m.), *Pac-Man* (9:30-10 a.m.), *The Puppy's Further Adventures* (11-11:30 a.m.) and *Scooby and Scrappy Doo with the Fonz* (11:30-noon). CBS-TV will unveil five new shows in the Saturday morning period. They are *The Biskitts* (8-8:26 a.m.), *Saturday Supercade* (8:30-9:30 a.m.), *Dungeons and Dragons* (9:30-9:56 a.m.), *The Charlie Brown and Snoopy Show* (10:30-10:56 a.m.) and *Benji* (11-11:26 a.m.). Returning shows include *The Dukes*, *Captain Kangaroo*, *The Bugs Bunny/Road Runner Show*, *The New Fat Albert Show*, *The CBS Children's Film Festival* and *In the News*, two-minute newscasts presented throughout the schedule. □

5/11/83
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The Fifth Estate

Broadcasting May 9

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BROADCASTING's Top 100
Outlet: $332 million
ABC + affiliates

Vol. 104 No. 19

Broadcasting May 9

Back door movement on broadcast deregulation Rockefeller Center Inc. buys Outlet for $332 million ABC's fall schedule □ BROADCASTING's Top 100

DEREG TACTICS □ Several members of House Telecommunications Subcommittee are taking on their chairman by formulating a broadcast deregulation bill without Wirth's approval. **PAGE 27.**

OIL MONEY □ Outlet Broadcasting is bought by Rockefeller Center Inc. for $332 million. **PAGE 28.**

SPRING COME FALL □ ABC announces its fall program lineup; most initial advertiser reaction is favorable. **PAGE 29.** Except for a few glitches, ABC affiliates' mood is decidedly upbeat as they head to Los Angeles for first of industry meetings. **PAGE 30.**

CANADIAN CONFAB □ AWRT convention in Toronto covers wide range of issues, from employment at home to communications abroad. **PAGE 31.**

BRITCAB □ British government releases its version of a request for proposal for cable television. It calls for 25 channels, interactive capability, ceilings on American programing and with hands-off approach by government. **PAGE 33.**

TOP 100 □ BROADCASTING's annual rundown of the Top 100 companies of the Fifth Estate, ranked by revenues, and by BROADCASTING's Electronic Communications Index. **PAGES 37-43.**

LIBEL REVERSAL □ Judge throws out award to Mobil executive who had sued *Washington Post* and won multimillion dollar settlement. **PAGE 44.**

AIM OFF THE MARK □ Accuracy In Media's attempt, at RCA stockholder's meeting, to create ombudsman position at NBC fails. **PAGE 46.**

ON THE UPSWING □ RCA Chairman Bradshaw reports upbeat company picture with improved earnings seen for 1983. **PAGE 52.**

NUMBERS GAME □ Nielsen and HBO attempt to explain nearly seven-million-subscriber disparity in their counts for the leading pay cable service. **PAGE 52.**

HIGH FILING □ Four cable systems in Oklahoma file with Supreme Court in liquor ad case, contending state's position violates freedoms of commercial speech and free flow of information and ideas. **PAGE 65.**

COMMENT STAGE □ Children's programing inquiry draws disputes before FCC over how much programing is enough. **PAGE 68.**

REBELS WITH A CAUSE □ Dissatisfied band of National League of Cities members are beginning fight to delay action on cable deregulation bill, S. 66. AT&T and some senators may join cause. **PAGE 68.**

LE SUBSIDY □ French government, in an effort to get teletext off the ground, will help subsidize decoder placement in homes and businesses. **PAGE 74.**

BULLISH ON HOME BANKING □ CSP study sees big market for home financial services in coming decade. **PAGE 74.**

H-H's FORWARD THINKER □ Gary Edens has risen from account executive to president and chief executive officer of Harte-Hanks Radio, and in the process, has impressed those around him with his creativity and leadership. **PAGE 95.**

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The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ American Express □ American Family □ Anixter Bros. □ BBDO □ A.H.Belo □ John Blair □ Burnup & Sims □ Cable TV Industries □ Capital Cities □ CBS □ Cetec □ Chris-Craft □ Coca-Cola □ Comcast □ Conrac □ Control Data □ Cox Communications □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Fairchild Industries □ Foote, Cone & Belding □ Gannett □ General Electric □ General Instrument □ General Tire & Rubber □ Getty Oil □ Graphic Scanning Corp. □ Gray Communications □ Grey Advertising □ Gulf + Western □ Gulf United □ Harris Corp. □ Harte-Hanks □ Heritage Communications □ Insilco Corp. □ Interpublic Group of Cos. □ Jefferson-Pilot □ Josephson International □ JWT Group □ Knight-Ridder □ Lee Enterprises □ Liberty Corp. □ LIN Broadcasting □ Lorimar □ MacLean Hunter □ M/A Com □ MCA □ MGM/UA Entertainment □ McGraw-Hill □ Media General □ Meredith Corp. □ Metromedia □ 3M □ Motorola □ Multimedia □ N.A. Phillips □ New York Times Co. □ A.C. Nielsen □ Oak Industries □ Ogilvy & Mather □ Orion Pictures □ Outlet Co. □ Pioneer □ Post Corp. □ RCA □ Reeves Corp. □ Rogers Cablesystems □ Rollins Inc. □ Scientific-Atlanta □ Scripps-Howard □ Selkirk Communications □ Signal Cos. □ Sony □ Stauffer □ Storer Communications □ Taft Broadcasting □ Tektronix □ Tele-Communications Inc. □ Telepictures □ Texscan □ Time Inc. □ Times Mirror Co. □ Turner Broadcasting □ United Cable Television □ United Television □ Varian Associates □ Viacom □ Warner □ Washington Post Co. □ Western Union □ Westinghouse □ Wometco □ Wrather □ Zenith

The Fifth Estate's five-score favorites

Electronic media and related firms turned in generally good performances in 1982; GE tops revenue list; RCA has highest rating on Broadcasting's Electronic Communications Index

Broadcasting's 1982 Top 100 companies in electronic communications have turned in their report cards for the year and the results are good. Despite bad news throughout 1982 for the U.S. business community, the electronic communications companies listed on pages 40-43 withstood the high interest rates and declining sales that pushed many companies into the red last year. Only eight companies out of the Broadcasting Top 100 registered a loss.

The Broadcasting listing comprises publicly owned companies engaged in the variety of communications businesses covered by Broadcasting, including radio and television broadcasting, cable systems, STV and SMATV, satellite earth stations, program production, post-production video and audio services, program syndication and film licensing, advertising services for electronic media, rating services, paging systems and cellular radio, MDS, DBS, teletext and videotext, low-power television and the manufacture of equipment and parts for the preceding fields.

The Top 100 in 1982 is a classier group than the previous year's because of the arrival of a few new names, including some of special prominence—Control Data (number 12 on the list), Coca-Cola (8), Pioneer (30), Anixter (48)—and because of strong sales growth during the 12 months of 1982 throughout the Fifth Estate. The entry requirements for this year's club increased 8% to $38,856,000 in annual sales, up from the 1982 chart's minimum of $35,925,000.

Since the last index, Filmways became Orion, Coca-Cola purchased Columbia Pictures and MGM/UA Home Entertainment Group Inc. was traded separately from MGM/UA Entertainment Co. There are also a few other newcomers to the Top 100: A.H. Belo (72), Lorimar (73), Graphic Scanning (84), Stauffer (93), Texscan (96), and Telepictures (97). Nine companies had to vacate the list to make room for the new members. Most of the departing companies had sizable revenues but because their ECI (Electronic Communications Index)—the portion of those revenues (billings for advertising agencies) derived from Fifth Estate activity—was small, the editors of Broadcasting decided to exclude them this year. Companies departing for this reason were Rockwell, Charter Co. (which is divesting itself of its broadcast interests), Schering-Plough, MCI, Arvin, Comsat and AEL Industries. Other companies not included in this year's index were Nippon Electric Co. (because of a dissimilar fiscal reporting period), Acton Corp. and Centel.

Calculating the ECI for a Top 100 company is occasionally difficult. Some of the larger manufacturers have a book-size products list. After products linked to the communications industry are identified, revenues for the relevant products must be calculated. The ECI can sometimes be derived from annual reports but is more often based on an estimate by a company official or other knowledgable source.

This year's index reveals that the 10 most important companies are evenly divided between communications companies and manufacturers.

Listed in descending order of ECI revenue, the first 10 ECI companies in Broadcasting's Top 100 index are RCA (number 5 in total revenue), with ECI revenues of $3,294,800,000; Westinghouse (4), $3,215,850,000; ABC (18), $2,344,784,000; CBS (13), $2,185,074,000; Sony (11), $1,812,498,000; Motorola (15), $1,514,339,000; 3M (7), $1,247,589,000; Zenith (26), $1,016,044,000; Time Inc. (16), $855,439,000; General Electric (1), $795,000,000. The lowest ECI was for Josephson International (83), with $10,853,000. Getty Oil (2), 85% owner of ESPN, had the lowest ECI percentage (1%) but was still in the first half of ECI companies.

General Electric, despite a decline in total revenue from the previous year, is again at the top of the Broadcasting's list, with more than twice the total revenue of number-two Getty Oil. Following, in order, are Eastman Kodak, Westinghouse and NBC parent company, RCA. CBS places 13th in the index and ABC, 18th.

Despite the recession, which was the dominant influence on the Top 100's performance in 1982, 80 of the 100 companies showed an increase in revenues above the 3.9 consumer price index increase (December to December), better than 1981's Top 100, among which only 65 companies showed real revenue growth. This comparison understates the improvement over last year's group because the fiscal reporting for last year's Top 100 ended in September 1981, catching only the beginning of the recession. This year's reporting period is for the four quarters closest to calendar year 1982. Approximately a third of the companies had their fiscal year figures recalculated to conform. Revenue figures used in the chart are for companies' continuing operations whenever possible and also are after extraordinary or nonrecurring items, when figures are available.

Just below the surface. A number of companies fell a few million dollars shy of making the Top100 list. The following are some companies (and their revenues) that just missed the list:

Comtech Telecommunications, $34,425,000; Movielab Inc., $31,026,000; C-Cor, $28,950,000; Compact Video Inc., $28,256,000; Tech-Ops Inc., $26,995,000; Microdyne Corp., $24,938,000; Acton Corp., $24,625,000; Tocom Inc., $23,956,000; Mobile Communication Corp., $23,233,000, and Cowles Broadcasting, $21,310,000.

One of the reasons total revenue for Broadcasting's Top 100 increased during the recession was that total expenditures by advertisers increased by 14% for broadcast TV, according to the Television Bureau of Advertising, and an estimated 100% for cable in 1982.

Acquisitions were responsible for some companies' large revenue increases. MGM/UA which advanced from 65 to 37 on the list owed most of its revenue increase to its purchase of United Artists. Other acquisitive Top 100 members include Tele-Communications (63), Rogers Cablesystems (68) and Josephson (83). Expansion of existing business operations was responsible for large revenue gains at Storer (58), Turner (76), Comcast (94) and Telepictures (97).

The 20 companies with revenues that did not advance with the rate of inflation were mostly manufacturers, such as General Electric (1), 3M (7) and General Tire (20). Most of their problems occurred in non-ECI-related activities.

Earnings did not always follow the lead of revenues. In the current Top 100, only 52 companies reported an increase in net income above the CPI. Most of those companies showing large declines in earnings once again were manufacturers, including: General Tire (20), Pioneer (30), Fairchild Industries (31), Insilco Corp. (43). For some of these companies, their problems were outside ECI activity; others faced heated competition supplying the communications industry. Competition among suppliers of equipment to the cable industry took its toll on companies like Oak Industries (46), Scientific-Atlanta (62) and Cable TV Industries (100).

Several deterrents to comunications profits appeared in 1982:

- The prime interest rate declined from 1981 highs, but was still at an average monthly rate of over 15% for more than half the year, and in real terms increased during part of the year. Borrowing to finance acquisitions, the building of cable systems and the servicing of previous debt, took dollars away from the earnings side of the ledger of such companies as Motorola (15) and Storer Communications (58). Storer's interest expenses increased two-and-a-half times over the previous year. Rogers Cablesystems (68) was another MSO suffering from increased interest expense. Rogers is one of three Canadian companies—along with MacLean Hunter (54) and Selkirk Communications (82)—on the chart. Their revenue and earnings are reported in U.S. dollars at the rate of $1.2383 Canadian to $1.00 U.S. The price earnings ratio calculations in the chart are made with exchange quotations from April 26 and 1982 earnings. Earnings per share figures are for "primary" shares whenever such figures are available. Profit margin is the ratio of earnings to revenues.
- An exceptional number of programing services were either started last year or incurring development costs for a 1983 introduction. Among the familiar names feeding new mouths from the profit trough were

CBS with RadioRadio (13), ABC with Satellite News Channel and Daytime (18), Disney with Disney Channel (32) and Turner Broadcasting with CNN Headline News (76).

■ 1982 also was a year of communications deregulation and diversification; when companies were developing products or operations to take advantage of the opportunities allowed by the FCC in cellular radio, teletext and direct broadcast satellite. None of these services were operational last year and also had to be fed from income. Knight Ridder (25) and Graphic Scanning (84) were among those betting on the new technologies.

Eight of the Top 100 companies reported yearend losses: Zenith (26), Pioneer (30), Scientific-Atlanta (62), Rogers Cablesystems (68), Turner Broadcasting (76), Orion Pictures Corp. (80), Graphic Scanning (84) and Wrather (90).

If annual reports for many of the Top 100 tolled the same news of delayed economic recovery and a very difficult economic environment, the yearend results of others on the list seemed unaffected by the bad news. Broadcast income, boosted by increased advertising, helped either to produce good earnings, as with RCA (5) and Outlet (89), or to help offset weak earnings in other divisions, as happened with Wometco (50) and Harte-Hanks (57). Successful television series helped the earnings of Lorimar (73), a prominent producer, and Telepictures (97), a syndicator. □

How some heavy hitters scored in '82

Here's a sampler of 1982 earnings by top executives of selected publicly held companies in the Fifth Estate and related fields. It is based on the latest proxy statements of those companies and other sources. Figures include total remuneration, contingent benefits and reimbursement, plus other forms of compensation.

ABC Inc.—Leonard H. Goldenson, chairman, $1,252,663; Elton H. Rule, vice chairman, $1,004,247; Frederick S. Pierce, president, $903,925; Michael P. Mallardi, vice president and chief financial officer, $484,536; Everett H. Erlick, senior vice president and general counsel, $475,128.

□

John Blair & Co.—Jack W. Fritz, president, $601,352; Harry B. Smart, vice president (and chairman of Blair Television), $450,726; James A. Jurist, vice president and treasurer, $259,703.

□

CBS Inc.—William S. Paley, founder chairman, $636,516; Thomas H. Wyman, chairman, $722,827; Gene F. Jankowski, vice president, $615,635; Walter R. Yetnikoff, vice president, $583,421; Walter Cronkite, director, $1,100,826.

□

Chris-Craft Industries—Herbert J. Siegel, chairman and president, $842,321; Lawrence E. Barnett, executive vice president, $321,137.

□

Cox Communications—Garner Anthony, chairman of executive committee, $456,723; Clifford M. Kirtland Jr., chairman of board, $337,500; William A. Schwartz, president, $540,213; Robert C. Wright, executive vice president (also president of Cox Cable Communications), $356,433; Stanley G. Mouse, senior vice president, $236,599.

□

Dun & Bradstreet Corp.—Harrington Drake, chairman, $769,567; Charles W. Moritz, president, $453,385; Robert E. Weissman, executive vice president, $346,092; Richard F. Schmidt, executive vice president, $260,314.

□

Gannett Co.—Allen H. Neuharth, chairman and president, $848,815; Douglas H. Corkindale, senior vice president and chief financial officer (and president of Diversified Media), $460,223; John E. Heselden, senior vice president (and president of newspaper division), $419,646; John C. Quinn, senior vice president (and president of News Services), $408,237; Alvin G. Flanagan, chairman of Gannett Broadcasting Group, $341,723.

□

General Tire & Rubber Co.—M. G. O'Neil, chairman, $478,239; Thomas O'Neil, chairman of board of RKO General, $396,156.

□

Jefferson-Pilot Corp.—W. Roger Soles, chairman, $381,340; Louis C. Stephens Jr., vice president, $243,986; Seth C. Macon, vice president, $137,607; James T. Warmath Jr., vice president, $135,000; Wallace J. Jorgenson, director (and president of Jefferson-Pilot Broadcasting), $140,146.

□

Meredith Corp.—E.T. Meredith III, chairman, $300,937; Robert A. Burnett, president, $936,259; James E. Conley, president-broadcasting group, $344,286; Jack D. Rehm, president-publishing group, $300,625; Gerald D. Thornton, vice president-administrative services, $278,067.

□

Metromedia Inc.—John W. Kluge, chairman and president, $973,562; George H. Duncan, senior vice president-operations, $421,667; Stuart Subotnick, senior VP-finance and treasurer, $434,432; Robert M. Bennett, senior vice president-TV broadcasting and production, $311,950; Ross Barrett, senior vice president, $222,357.

□

The New York Times Co.—Arthur Ochs Sulzberger, chairman, $1,129,715; Walter Mattson, president, $847,119; Sydney Gruson, vice chairman, $779,215; John D. Pomfret, senior vice president, $626,218; Benjamin Handelman, senior vice president $522,937.

□

RCA—Thornton F. Bradshaw, chairman, $954,938; George F. Fuchs, executive vice president, industrial relations, $400,761; Frank A. Olson, executive vice president, $485,315; Roy H. Pollock, executive vice president, $506,481; Herbert S. Schlosser, executive vice president, $437,840.

□

Rollins Inc.—O. Wayne Rollins, chairman, $500,000; R. Randall Rollins, president, $400,000; Charles R. Patterson Jr., vice president, $320,000; Gary W. Rollins, vice president, $188,200; Bill J. Dismuke, senior vice president, $186,800.

□

Scripps-Howard Broadcasting—Donald L. Perris, president, $347,886; Richard D. Cervenak, vice president, $191,278; Richard J. Janssen, vice president, $162,350; M.E. Greiner Jr., vice president, $175,945; Robert R. Regalbuto, vice president, $168,920.

□

Storer Communications—Bill Michaels, former chairman, $266,425; Peter Storer, chairman, $342,080; Terry Lee, president, $305,807; Kenneth L. Bagwell, president of Television Stations division, $273,554, Arno W. Mueller, president of Cable Communications division, $233,660.

□

Time Inc.—Ralph P. Davidson, chairman of board, $579,373; Clifford J. Grum, executive vice president, $554,704; Gerald M. Levin, group vice president, $563,668; J. Richard Munro, president, $710,907; Arthur Temple, vice chairman, $454,254.

□

Viacom International—Ralph Baruch, chairman, $975,964; Terrence A. Elkes, president, $818,236; Kenneth F. Gorman, vice president (and president of Viacom Entertainment Group), $545,840.

□

Wometco Enterprises—Mitchell Wolfson, chairman and president (deceased 1-28-83), $236,435; Van Myers, executive vice president in charge of vending, food services and bottling, $222,370; Arthur H. Hertz, executive vice president, chief financial officer and treasurer, $187,963; Stanley L. Stern, senior vice president in charge of entertainment division, $149,360; J. Bruce Irving, vice president and general counsel, $133,787.

Rank	Company	Revenues (000) 1982	Revenues (000) 1981	% change
1.	General Electric	26,500,000	27,240,000	(3%)
2.	Getty Oil	12,311,612	13,251,560	(7%)
3.	Eastman Kodak	10,815,000	10,337,000	5%
4.	Westinghouse	9,745,400	9,367,500	4%
5.	RCA Corp.	8,237,000	8,004,000	3%
6.	American Express	8,093,000	7,291,000	11%
7.	3M	6,601,000	6,508,000	1%
8.	Coca-Cola	6,249,700	5,889,000	6%
9.	Gulf + Western	5,358,223	5,663,903	(5%)
10.	Signal	5,065,100	5,487,600	(8%)
11.	Sony Corp.	4,531,245	4,871,323	(7%)
12.	Control Data	4,292,000	4,100,000	5%
13.	CBS	4,122,782	3,955,926	4%
14.	Warner	3,989,985	3,237,153	23%
15.	Motorola Corp.	3,785,847	3,569,677	6%
16.	Time Inc.	3,564,328	3,296,382	8%
17.	N.A. Phillips	3,160,052	3,030,044	5%
18.	ABC	2,664,528	2,443,713	9%
19.	Times Mirror Co.	2,200,399	2,130,756	3%
20.	General Tire	2,094,000	2,211,915	(5%)
21.	MCA Inc.	1,587,618	1,328,988	20%
22.	Harris Corp.	1,582,410	1,427,008	11%
23.	Gannett	1,519,514	1,367,171	11%
24.	Dun & Bradstreet Corp.	1,461,566	1,331,035	10%
25.	Knight-Ridder	1,327,657	1,237,093	7%
26.	Zenith	1,239,200	1,275,200	(3%)
27.	Tektronix	1,200,609	1,109,398	8%
28.	Gulf United	1,197,561	1,041,843	15%
29.	McGraw-Hill	1,193,587	1,110,125	8%
30.	Pioneer	1,128,377	1,173,127	(4%)
31.	Fairchild Industries	1,093,261	1,338,905	(18%)
32.	Disney	1,088,612	1,013,310	7%
33.	Western Union	1,025,000	966,200	6%
34.	General Instrument	1,002,014	800,070	25%
35.	New York Times Co.	933,692	841,707	11%
36.	Jefferson-Pilot	923,218	887,282	4%
37.	MGM/UA Entertainment Co.	801,934	456,657	75%
38.	Washington Post	800,824	753,447	6%
39.	Dow Jones & Co.	730,673	641,024	14%
40.	Varian Assoc.	696,100	655,900	6%
41.	Capital Cities	663,580	573,784	16%
42.	A.C. Nielsen Co.	654,237	594,793	10%
43.	Insilco Corp.	636,034	624,702	2%
44.	M/A Com Inc.	610,887	518,719	18%
45.	American Family	584,623	518,129	13%
46.	Oak Industries	545,720	507,119	8%
47	Interpublic Group of Cos.	545,322	441,048	24%
48.	Anixter Bros., Inc.	535,604	501,185	7%
49.	Cox Communications Inc.	514,746	403,497	28%
50.	Wometco Enterprises Inc.	493,408	434,175	14%

Earnings (000)		% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
1982	1981						
1,817,000	1,652,000	10%	6.9%	8.00	14	3%	10
691,590	856,865	(19%)	5.6%	8.61	8	1%	49
1,162,000	1,239,000	(6%)	10.7%	7.12	12	2.4%	30
449,300	438,000	3%	4.6%	5.16	8	33%	2
222,600	54,000	312%	2.7%	2.03	12	40%	1
581,000	524,000	11%	7.2%	4.53	15	2%	41
631,000	673,000	(6%)	9.6%	5.37	16	18.9%	7
512,232	447,070	15%	8.2%	3.95	14	7%	13
180,195	272,427	(34%)	3.4%	2.33	11	7%	20
113,200	214,000	(47%)	2.2%	1.56	21	8%	16
123,896	287,376	(57%)	2.7%	.54	26	4%	5
155,100	169,800	(9%)	3.6%	4.11	12	1.9%	63
112,509	162,829	(31%)	2.7%	4.01	18	53%	4
257,811	226,493	14%	6.5%	3.96	7	17%	11
169,492	182,138	(7%)	4.5%	4.64	23	40%	6
156,115	184,568	(15%)	4.4%	2.50	24	24%	9
73,564	78,518	(6%)	2.3%	5.33	12	12%	19
160,027	146,313	9%	6.0%	5.54	12	88%	3
139,874	150,331	(7%)	6.4%	4.09	18	10%	33
19,436	65,881	(70%)	0.9%	1.13	31	8%	40
176,198	89.788	96%	11.1%	3.69	10	22%	24
61,741	92,642	(33%)	3.9%	2.05	21	8.9%	46
180,507	172,506	5%	11.9%	3.39	20	11.5%	39
142,122	121,474	17%	9.7%	5.06	25	7%	56
102,931	100,353	3%	7.7%	3.14	17	4.3%	77
(21,800)	15,600	(240%)		(1.15)		82%	8
71,056	80,517	(12%)	5.9%	4.34	15	15.6%	38
92,437	89,934	12%	7.7%	2.80	9	5%	74
110,018	98,117	12%	9.2%	4.40	22	5.6%	69
(13,244)	36,198	(137%)		(.023)		33%	21
35,280	64,318	(45%)	3.2%	1.90	12	5%	79
98,898	112,944	(12%)	9.1%	2.98	27	4.1%	85
82,312	62,143	32%	8.0%	3.48	11	11.4%	51
103,307	84,396	22%	10.3%	3.39	16	43%	14
54,257	49,970	9%	5.8%	4.31	16	5%	83
86,201	100,357	(14%)	9.3%	4.02	8	6.5%	73
28,138	27,353	3%	3.5%	.56	26	44.2%	23
52,413	32,710	60%	6.5%	3.70	19	13.5%	54
88,103	71,390	23%	12.0%	1.39	34	5%	89
31,723	3,200	891%	4.6%	3.43	12	20%	47
96,317	80,518	20%	14.5%	7.25	21	41%	28
45,506	36,964	23%	7.0%	4.06	9	12%	64
14,823	34,007	(56%)	2.3%	1.71	13	65%	15
37,335	45,305	(18%)	6.1%	.97	25	35%	35
24,718	18,413	34%	4.2%	1.58	12	5%	93
4,103	30,350	(86%)	0.8%	.25	46	58%	25
19,777	15,171	30%	3.6%	3.31	18	70%	17
13,275	17,525	(24%)	2.5%	.94	28	40%	34
65,421	55,490	18%	12.7%	2.31	21	93%	12
26,040	24,403	7%	5.3%	1.51	21	31.6%	42

Rank	Company	Revenues (000) 1982	Revenues (000) 1981	% change
51.	Rollins Inc.	488,940	506,738	(4%)
52.	Meredith Corp.	452,896	437,206	4%
53.	Media General	429,409	366,544	17%
54.	MacLean Hunter	423,859	330,550	28%
55.	JWT Group	420,408	393,329	3%
56.	Metromedia	407,074	340,441	20%
57.	Harte-Hanks	396,903	348,519	14%
58.	Storer Communications	379,302	276,437	37%
59.	Taft Broadcasting Co.	376,037	353,258	6%
60.	Ogilvy & Mather	327,411	302,852	8%
61.	John Blair & Co.	321,551	264,684	21%
62.	Scientific-Atlanta	314,306	328,317	(4%)
63.	Tele-Communications	282,552	181,426	56%
64.	Viacom International Inc.	274,847	210,436	31%
65.	The Liberty Corp.	264,820	231,224	15%
66.	Affiliated Publications	259,444	236,073	10%
67.	Burnup & Sims	237,012	208,800	14%
68.	Rogers Cablesystems Inc.	236,335	93,308	153%
69.	Reeves Corp.	228,617	203,693	12%
70.	Multimedia Inc.	225,463	195,276	16%
71.	BBDO	215,863	179,754	20%
72.	A.H.Belo	203,436	182,245	12%
73.	Lorimar	198,600	152,165	31%
74.	Foote, Cone & Belding	179,990	172,109	5%
75.	Doyle Dane Bernbach	179,147	169,514	6%
76.	Turner Broadcasting	165,641	95,047	74%
77.	Lee Enterprises	163,874	155,750	5%
78.	Grey Advertising Inc.	142,150	113,747	25%
79.	United Cable Television	128,652	77,264	67%
80.	Orion Pictures Corp.	116,812	93,865	24%
81.	Conrac	116,261	114,708	2%
82.	Selkirk Communications Ltd.	112,092	104,656	7%
83.	Josephson International Inc.	108,534	67,442	61%
84.	Graphic Scanning Corp.	105.529	74,529	42%
85.	Scripps-Howard Broadcasting	95,646	87,344	10%
86.	Heritage Communications	94,825	77,157	23%
87.	Post Corp.	88,595	83,171	7%
88.	LIN Broadcasting Corp.	88,420	71,036	24%
89.	Outlet Co.	86,579	75,892	14%
90.	Wrather	85,721	89,137	(4%)
91.	Chris-Craft	78,887	68,452	15%
92.	Adams-Russell	71,859	55,700	29%
93.	Stauffer	70,183	66,077	6%
94.	Comcast	62,838	39,456	59%
95.	Cetec Corp.	57,296	56,838	1%
96.	Texscan	49,615	37,287	33%
97.	Telepictures	46,241	22,120	109%
98.	United Television Inc.	43,160	37,725	14%
99.	Gray Communications Inc.	38,856	39,122	(1%)
100.	Cable TV Industries	32,258	39,875	(19%)

Earnings (000) 1982	Earnings (000) 1981	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
35,353	48,673	(27%)	7.2%	1.34	10	8%	88
28,080	24,670	14%	6.2%	7.79	14	19.5%	58
32,512	31,554	3%	7.6%	4.60	11	15%	71
17,182	21,909	(22%)	4.1%	.59	25	28%	50
10,940	7,106	54%	2.6%	2.06	16	73.3%	26
36,632	37,926	(3%)	9.0%	23.16	20	90%	22
27,297	25,362	8%	6.9%	2.78	17	22.1%	59
9,198	31,900	(71%)	2.4%	.56	53	100%	18
36,436	38,532	(5%)	9.7%	.95	58	64%	31
14,840	16,544	(10%)	4.5%	3.46	14	63%	36
17,061	13,637	25%	5.3%	4.42	14	24%	65
(2,456)	21,931	(111%)		(.11)		64%	37
10,402	12,843	(19%)	3.7%	.47	55	100%	27
24,592	17,054	44%	8.9%	2.06	16	95%	29
13,685	26,772	(49%)	5.2%	1.22	15	25.5%	68
15,765	14,199	11%	6.1%	2.02	20	13%	91
9,255	8,538	8%	3.9%	1.01	8	22.5%	81
(11,542)	(105)			(.65)		100%	32
24,475	17,703	38%	10.7%	2.55	8	28.7%	70
28,974	25,824	12%	12.9%	1.90	20	64%	44
14,982	13,796	9%	6.9%	2.61	16	50%	53
23,113	20,245	14%	11.4%	2.47	18	34%	66
7,319	4,164	76%	3.7%	1.58	13	77%	43
10,912	11,977	(9%)	6.1%	3.88	12	38%	67
7,646	11,001	(31%)	4.3%	1.33	18	49%	61
(3,350)	(13,423)			(.16)		86%	45
20,464	19,400	6%	12.5%	2.95	14	27%	86
6,809	6,661	2%	4.8%	11.03	8	77%	52
7,838	11,689	(33%)	6.1%	.72	26	100%	48
(27,166)	(57,938)			(4.29)		50%	76
6,191	4,691	32%	5.3%	2.67	13	4.6%	80
212	1,710	(88%)	0%	.02	41	95%	55
5,875	5,985	(2%)	5.4%	1.25	14	10%	100
(9,240)	17,141	(154%)		(.68)		60%	72
18,676	19,199	(3%)	19.5%	1.89	12	100%	57
6,149	3,812	61%	6.5%	.63	18	37%	90
3,774	3,408	11%	4.3%	2.07	18	28.8%	95
20,121	17,384	16%	22.8%	1.85	21	95%	62
11,320	1,568	622%	13.1%	6.13	8	100%	60
(1,270)	(2,865)			(.57)		25%	96
9,423	7,361	28%	11.9%	1.21	16	70%	78
6,004	5,108	17%	8.4%	1.00	25	20%	99
3,980	3,763	6%	5.7%	3.88	11	25.5%	98
6,526	4,895	33%	10.4%	.95	22	93%	75
889	1,140	(22%)	0.2%	.40	23	33.6%	97
5,112	4,379	17%	10.3%	.82	28	95%	82
4,428	1,530	189%	9.6%	.75	22	100%	84
9,605	7,331	31%	22.3%	.80	16	100%	87
446	2,191	(80%)	1.4%	.15	40	100%	92
1,680	2,616	(36%)	4.3%	3.40	14	69%	94

Ratings Roundup

An ABC-TV special, *Life's Embarrassing Moments*, and the first half of NBC-TV's miniseries *V*, were the ratings winners, according to A.C. Nielsen, for the week ending Sunday, May 1. CBS-TV won the week, averaging a 16 rating/26.4 share, against ABC's 16.1/25.1 and NBC's 14.7/24.3.

Life's Embarrassing Moments (28/44) aired Wednesday at 10-11 p.m. against a CBS movie, *Maggieble Mary* (12.1/19), and *Facts of Life* (15.3/23) and the first half of *Quincy* (10.8/19) on NBC. Nightly averages for all three networks were depressed that night due to carriage of President Reagan's address and a subsequent Democratic response.

Part one of *V* (25.4/40) was the highest rated episode of an NBC mini-series so far this season. It outperformed episode two of *Executioner's Song* (24/36) and enabled NBC to tie CBS in the overall ratings for Sunday night. NBC averaged a 19.1/30.9 with a lineup that included a rerun of its special, *TV Censored Bloopers, Part 2* (16.1/34), while CBS averaged a 19.1/30.7 for its regular lineup. ABC trailed with a three-hour presentation of the feature film, *1941* (11.7/19).

Part two of *V* aired Monday (May 2) and averaged a 27/40. The two episodes combined averaged a 26.2/40, making it the highest rated mini-series aired on NBC in the 1982-83 season.

ABC won Monday, Tuesday, Wednesday and Saturday while CBS won Thursday and Friday and tied NBC on Sunday.

In the Arbitron and Nielsen local May rating sweeps, which began Wednesday and Thursday respectively, CBS was ahead as of Sunday, May 1, with a 17.7 in Nielsen and a 17 in Arbitron. NBC was second, with a 14.9 in Arbitron and a 14.8 in Nielsen, and ABC was third with a 14.5 in Arbitron and a 13.4 in Nielsen.

The First 20

1	*Life's Embarrassing Moments*	ABC	28.0/44
2	*NBC Sunday Night Movie—V, part one*	NBC	25.4/40
3	*Dallas*	CBS	22.1/38
4	*60 Minutes*	CBS	21.4/40
5	*Magnum, P.I.*	CBS	21.3/37
6	*Love Boat*	ABC	21.1/37
7	*Hart to Hart*	ABC	20.9/36
8	*Simon & Simon*	CBS	20.6/34
9	*TV Censored Bloopers*	NBC	20.4/32
10	*Alice*	CBS	20.3/30
11	*Trapper John, M.D.*	CBS	19.1/30
12	*Jeffersons*	CBS	19.1/29
13	*Mississippi*	CBS	[illegible]
14	*A Team*	NBC	[illegible]
15	*9 to 5*	ABC	18.3/28
16	*Hill Street Blues*	NBC	18.1/30
17	*Three's Company*	ABC	18.0/28
18	*Real People*	NBC	[illegible]
19	*20/20*	ABC	[illegible]
20	*M*A*S*H*	CBS	[illegible]

The Final Five

63	*Baby Makes Five*	ABC	[illegible]
64	*Wizards and Warriors*	CBS	9.2/16
65	*At Ease*	ABC	[illegible]
66	*Monitor*	NBC	[illegible]
67	*America's Heroes*	NBC	5.9/10

More on MIP. Metromedia Producers emerged from the recently concluded MIP-TV convention in Cannes, France (BROADCASTING, May 2), with international sales totaling more than $20 million, the highest level in the company's 18-year history, according to Paul Rich, vice president for worldwide distribution. Hottest among the Metromedia properties was the Spelling-Goldberg series, *Dynasty*, which brought record-breaking prices for renewals and new starts in "virtually every country," according to Rich. Italy's Rete Quattro network was among the overseas companies that signed five-year contracts for *Dynasty*. Major sales of other Metromedia product, which included the series *Fantasy Island, Charlie's Angels, Starsky & Hutch* and the mini-series *Little Gloria: Happy at Last*, were forged with companies from Chile, Italy, Ireland, Jordan, Lebanon, Dominican Republic, Finland, Sweden and Greece. Home video sales, which totaled more than $1 million for Metromedia at MIP-TV, included agreements with companies in the United Kingdom, Scandanavia and South Africa.

Worldvision Enterprises, which went to MIP-TV with more than 900 hours of off-network programing, including *Dallas, Love Boat*, Hanna-Barbera cartoons, *Little House on the Prairie, General Hospital* and *All My Children*, forged a major deal with two regional Spanish networks, Basque TV and Catalan State TV. Worldvision senior vice president for international sales, Bert Cohen, declined to disclose the value of the sale to the two Spanish networks, but noted a "renewed interest" in catalogue programing among broadcasters in many overseas countries made this year's MIP-TV an exceptionally profitable one for the company.

ABC Video Enterprises, which brought more programing to this MIP-TV than ever before, found a "better market for culturally oriented programing," and a tremendous increase in interest in home video sales, according to company president, Herb Granath. "What last year was an early phenomenon," in regard to home video sales, "is now a full-fledged trend," said Granath, who noted that while last year buyers were interested primarily in movies for home video, this year they are interested in specials and cultural programing as well. Granath concurred with Telepictures Corp. Chairman Michael Solomon that the overseas home video market is maturing and buyers are now more careful of their purchases. "Gone are the good ole days' when people were buying almost anything to put on cassette just to get into the market," said Granath. And according to Solomon, the home video market at MIP no longer includes scores of "lookers" but has been reduced primarily to experienced buyers.

LOVE CONNECTION

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million ("Closed Circuit," April 11). Sabre is owned by Herbert Salzman (30%), Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). It also owns WVNJ(AM) Newark, N.J. Buyer is Cleveland-based owner of six AM's, six FM's and four TV's. It has also purchased, subject to FCC approval, WXIX-TV Cincinnati and WCTI(TV) New Bern, N.C. (see below). Milton Maltz is chairman and Carl E. Hirsch is president.

■ WCTI(TV) New Bern, N.C. (ABC, ch. 12; 316 kw vis., 31 kw aur.; HAAT: 1,923 ft.)—Seeks assignment of license from Malrite of North Carolina Inc. to Heritage Broadcasting Co. for $9 million (Broadcasting, April 4). Seller is Cleveland-based communications company that also bought WVNJ-FM Newark, N.J. (see above). Buyer is recently formed subsidiary of ICI Corp., Detroit-based construction equipment company. Heritage is headed by Mario F. Iacobelli, president (80%), and Robert N. Smith, vice president (20%). Smith is applicant for 39 low-power TV stations. Iacobelli has no other broadcast interests. Filed April 21.

■ WDBL-AM-FM Springfield, Tenn. (1590 khz, 1 kw-D, FM: 94.3 mhz, 3 kw, HAAT: 215 ft.)—Seeks assignment of license from Middle Tennessee Enterprises Inc. to DBL Broadcasting for $530,000 (Broadcasting, May 2). Seller is owned by H.A. Webster, president, who has no other broadcast interests. Buyer is owned by Terry E. Forcht, who also owns WHIC-AM-FM Hardinsburg and WAIN-AM-FM Columbia, Ky. Filed April 25.

Actions

■ KPOD(AM) Crescent City, Calif. (1240 khz, 1 kw-D, 250 kw-N)—Granted assignment of license from William E. Stamps, court-appointed temporary operator, to William E. Stamps, individual, for $369,685. Stamps is former licensee who sold station to Florence M. Poorman. Poorman filed debtor's plan and relinquished control to Stamps. Stamps will be 100% owner. (BAL-830302FC). Action April 21.

■ KKZZ(AM)-KOTE(FM) Lancaster, Calif. (1380 khz, 1 kw-D; FM: 106.3 mhz, 3 kw, HAAT: 210 ft.)—Granted assignment of license from Lancaster-Palmdale Broadcasting Corp. to Antelope Broadcasting Corp. for $800,000. Seller is owned by David A. Rodgers, who owns WBML(AM) Macon, Ga. Last year he sold WBIS(AM) Bristol, Conn., for $463,000 (Broadcasting, Oct. 11, 1982). Buyer is owned by Lindsey A. Schnyder (50.1%), William S. Sanders (25%) and Southwest Capital Corp. and Fluid Capital Corp. (12.49% each). Schnyder is former account executive at KVOR(AM) Colorado Springs. Southwest Capital and Fluid Capital are Albuquerque, N.M., investment firms. Sanders and Southwest Capital each own 24.9% of KDHI(AM)-KQYN(FM) Twenty-Nine Palms, Calif.; KVKM(AM)-KGEE(FM) Monahans, Tex., and KPER(FM) Hobbs, N.M. (BAL,H-830218R,S). Action April 18.

■ KRQY(FM) Pueblo, Colo. (98.9 mhz, 100 kw, HAAT: 600 ft.)—Granted assignment of license from KRQY Inc. to Whale Communications of Colorado Inc. for $650,000. Seller is owned by Thomas V. Armshaw, who is part owner of WPET(AM)-WRQK(FM) Greensboro, N.C., and WKOS(FM) Murfreesboro, Tenn. Buyer is owned by Gary Goodell, chairman (25%), Steven E. Humphries, president (25%) and Bill Campbell (50%), who are also applicants for facilities of WJJZ(AM) Mt. Holly, N.J. Humphries is New York City-based program consultant. Goodell and Campbell are Philadelphia businessmen. (BAPLH-830310GU). Action April 20.

■ WOFL(TV) Orlando, Fla. (ch. 35; 646 kw vis., 12.6 kw aur.; HAAT: 1,470 ft.)—Granted transfer of control of Omega Communications Inc. from Control Group (60% before; none after) to Meredith Corp. (40% before; 100% after). Consideration: $16 million. Principals: Sellers are Lawrence H. Rogers II (22.8%); H. Talbott Mead (14.24%); Mead Development Co. (13.68%); William Campbell and wife, Joan (6.27% jointly), and Ray Balsom (39%). They are selling their majority control and bowing out of WOFL ownership. Buyer is current 40% owner of WOFL and is Des Moines, Iowa-based publisher of *House & Garden* magazine and group owner of six AM's, six FM's and five TV's. It also bought KSEE(TV) Fresno, Calif., for $17.6 million (Broadcasting, May 2) and sold, subject to FCC approval, KCMO(AM)-KCEZ(FM) Kansas City, Mo., for $8 million (Broadcasting, Jan. 10). (BTCCT-830214KJ). Action April 18.

■ WITT(AM) Tuscola, Ill. (93.5 mhz, 3 kw, HAAT: 115 ft.)—Granted assignment of license from Frederick W. Seibold to Freder[illegible] A. Rodgers for $125,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. (BALH-830224GZ). Action April 15.

■ KLPL-AM-FM Lake Providence, La. (1050 khz, 250 w-D; FM: 92.7 mhz, 2 kw; HAAT: 145 ft.)—Application dismissed for assignment of license from Turner Broadcasting To Ernest R. Sandidge. (BAL,H-830104FO,P) Action April 18

■ WYNZ(AM) Portland, Me. and WYNZ-FM Westbrook, Me. (970 khz, 5 kw-U, DA-N; FM: 100.9 mhz, 3 kw, HAAT: 225 ft.)—Granted assignment of licenses from Eastport Broadcasting Corp. to Buckley Broadcasting Corp. of Maine for $1,125,000, including $350,000 for noncompete agreement. Seller is principally owned by ERI Communications Group Inc., headed by Francis I. Boyle Jr., chairman, which also owns WAPE(AM) Jacksonville, Fla., and WIBX(AM)-WIBQ(FM) Utica, N.Y. Buyer is principally owned by Richard D. Buckley Jr. (80%), who owns WDRC-AM-FM Hartford, Conn.; KGIL(AM) San Fernando, Calif.; KWAV(FM) Monterey, Calif., and KKHI-FM San Francisco. (BAL,H-830301EX,HO). Action April 18.

■ WITW(FM) Cadillac, Mich. (96.7 mhz, 1.35 kw, HAAT: 430 ft.)—Granted assignment of license from Chief Pontiac Broadcasting Corp. Inc. to The MacDonald Broadcasting Co. for $270,000. Seller has no other broadcast interests. Buyer is principally owned by Kenneth H. MacDonald, who also owns WSAM(AM)-WKCQ(FM) Saginaw, WWPZ(AM)-WMBN-FM Petoskey and WATT(AM) Cadillac, all Michigan. Buyer also is applicant for new FM in Cadillac, Mich. which is mutually exclusive and will be dismissed upon grant of this application. (BALH-830228HL). Action April 20.

■ WCCY(AM) Houghton, Mich. (1400 khz, 1 kw-D, 250 w-N, DA-1)—Granted assignment of license from Superior Shores Broadcasting Inc. to Desnick Broadcasting Co. for $260,000. Seller is equally owned by Norman C. Koski, president; Patrick J. Rose, and Ronald D. Mikkola, who have no other broadcast interests. Buyer is principally owned by Harvey L. Desnick, president, who owns WHUH(FM) Houghton, Mich. (BAL-830302EY). Action April 18.

■ KBEQ(FM) Kansas City, Mo. (104.3 mhz, 50 kw, HAAT: 1,150 ft.)—Granted assignment of license from Mariner Communications Inc. to KBEQ Inc. for $5.25 million. Seller is Cincinnati-based group of two AM's and two FM's owned by Elmer L. Ward Jr., Joe Scallon and 10 others. Buyer is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group of four AM's, five FM's and one TV principally owned by brothers James and Ray Goodmon and estate of A.J. Fletcher. They also sold KMAC(AM) San Antonio, Tex. for $1 million (Broadcasting, Jan. 24). (BALH-821116ED). Action April 20.

■ WPJJ(AM) Yazoo City, Miss. (1530 khz, 250 w-D, DA)—Granted assignment of license from The Evangelist James Baker Evangelistic Association to Gateway Broadcasting Co. Inc. for $1 and does not provide for pledge of stock. Seller is Rev. James Baker, president, who has no other broadcast interests. Buyer is Joel Netherland, president (57.1%), and Kenneth W. Helton (42.9%), who own WJNS(FM) Yazoo City, Miss. (BAL-830302FD). Action April 21.

■ KRBN(AM) Red Lodge, Mont. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Rockefeller Broadcasting Co. Inc. to Bottenberg Communications Inc. for $118,000. Principals: Seller is equally owned by Lyle H. Rockefeller and his wife, Kathleen; Clifford Sherwood and his wife, Ruby. Buyers are Bernard A. Bottenberg, president (95%) and Donald L. Kirkpatrick (5%). Kirkpatrick is part owner of KPAG(AM) Pagosa Springs, Colo., and applicant for new FM on channel 292 there. (BAL-830303FG). Action April 21.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses

■ WQCC(AM) Charlotte, N.C. (1540 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Voice of Charlotte Broadcasting Co. from Risden A. Lyon (100% before; none after) to Michael B. Glinter (none before; 100% after). Consideration: $400,000. Principals: Seller owns WKDX(AM) Hamlet, N.C., and WADE(AM) Wadesboro, N.C. Buyer is applicant for new FM at Wichita, Kan. He is vice president of Satellite Radio Network, Kansas City, Mo.-based satellite radio programer. (BTC-830225EK). Action April 18.

■ WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio (700 khz, 50 kw-U; FM: 96.5 mhz, 15 kw, HAAT: 810 ft.)—Granted assignment of license from Mariner Communications Inc. to Seven Hills Communications Ltd. for $8.265 million plus $2.249 million for three-year noncompete agreement. Seller is owned by Elmer Ward, Joe Scallon and 10 others, who also own WITS(AM) Boston. It also sold KBEQ Kansas City, Mo. (see above). It bought WLW and WSKS in 1979 for $17 million (Broadcasting, Nov. 5, 1979). Buyer is limited partnership controlled by Seven Hills Communications Inc., which is owned by Robert H. Castellini, William O. DeWitt Jr. and Mercer Reynolds III (one-third each). Charles K. Murdock is president. They have no other broadcast interests. (BAL,H830215G,L,M). Action April 26.

■ WLAR(AM) Athens, Tenn. (1450 khz, 1 kw-D, 250 kw-N)—Granted assignment of license from Athens Broadcasting Corp. to James C. Sliger for $200,000. Principals: Seller is principally owned by Steve H. Snowden, president. It has sold WUCR(AM) Sparta, Tenn. (Broadcasting, March 7), and, subject to FCC approval, (TK) WMCC(FM) Etowah, Tenn., and is applicant for new FM at Clarksville, Va. Buyer owns WJSQ(FM) Athens, Tenn. (BAL-830301EV). Action April 18.

■ WMRL(AM) Portland, Tenn. (1270 khz, 1 kw-D, DA)—Granted transfer of control of Better Communications Inc. from B.K. Williamson (100% before; none after) to Calvin Simmons (none before; 100% after). Consideration: $206,594. Principals: Seller is principal owner of WBLW(AM) Royston, and WLOV-AM-FM Washington, both Georgia. Buyer is principal owner of WSCA(FM) Union Springs and WSMQ(AM) Bessemer, both Alabama. (BTC-830228ER). Action April 18.

■ KTTX(AM)-KWHI-FM Brenham, Tex. (1280 khz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Granted transfer of control of Tom S. Whitehead Inc. from estates of Tom S. and Edythe K. Whitehead (60% before; none after) to Tom S. Whitehead Jr. (13% before; 71.2% after). Tom S. Whitehead Inc. owns 96% stock of TV Cable of Brenham Inc., owner and operator of independent CATV system in Brenham, Tex. (BTC-830222EA). Action April 21.

■ KUNO(AM) Corpus Christi; KCOR(AM)-KQXT(FM) San Antonio; KELT(FM)-KGBT-AM-TV Harlingen, all Texas—Granted transfer of control of KUNO Radio Inc., Harbenito Radio Corp. and Harbenito Broadcasting Corp. from McHenry T. Tichenor Sr. (100% before; none after) to Tichenor Media System Inc. (none before; 100% after). Stockholders in transferors will trade their shares for stock in new Tichenor Media System under corporate restructuring plan. All of stock in Media will be held by McHenry T. Tichenor Sr. and family. (BTC-821206GE). Action April 19.

■ KCIK(TV) El Paso (ch. 14, 380 kw vis., 36.3 kw aur., HAAT: 1,980 ft.)—Granted transfer of control of The Cristo Rey Corp. from Missionary Radio Evangelism (80% before; none after) to Santa Fe Communications Inc. (none before; 80% after). Consideration: $600,000 and assumption of $2 million in liabilities. This completes transfer of station begun last year with sale of 20% of station to Santa Fe affiliate, De Rance Inc. (Broadcasting, June 14, 1982). Seller: Nonprofit corporation headed by E. Alex Blomerth, president. It has no other broadcast interests. Buyer: Nonprofit corporation, controlled by Harry G. John, who also has interest in KBSA-TV Guasti, Calif., and KCFM(FM) Florissant, Mo. (BTCCT-830228KF). Action April 20.

Facilities changes

AM applications

Tendered

■ KCKY (1150 khz) Coolidge, Ariz.—Seeks CP to in-

C1750-1 5/18/83

The Fifth Estate

Broadcasting May 16

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52d Year 1983

Networks take wraps off fall TV schedules □ NBC + affiliates Sony's story

Vol. 104 No. 20

Broadcasting May 16

Broadcast deregulation heads for Hill showdown □ Fall prime time schedules set □ Sony story □ Affiliates: a look ahead to NBC, a look back to ABC

AUTUMN OFFERINGS □ NBC and CBS announce their fall lineups. **PAGE 31.** The head-to-head competition is charted on **PAGES 32-33.**

RADIO'S VICTORY □ Court of appeals backs FCC radio deregulation order, except for logging abandonment, which is remanded to the commission. **PAGE 33.**

SIX-GUN SOUND □ Broadcasters and their Hill allies fine tune the Tauke-Tauzin deregulation bill and line up votes for upcoming committee battle. **PAGE 35.**

AFFILIATE CONFAB □ Despite continued third-place ratings, NBC affiliates remain patient and supportive of Grant Tinker, believing he is making the right moves. **PAGE 37.**

LAWYERS WORKING OVERTIME □ More than 100 applications arrive at FCC for 13 broadcast properties of RKO General. **PAGE 38.**

SONY SPEAKS □ From the ashes of World War II, Sony Corp. rose to become one of the leading equipment suppliers to both the broadcast and consumer market. In this "At Large" with Chairman Akio Morita, Sony's founding father discusses the company's rise to prominence and what it is doing to stay there. **PAGE 47.** A short course on Sony begins on **PAGE 51.**

AIRING IT OUT □ Battle over Orion application to enter international record carrier field moves to Senate hearing room. **PAGE 58.**

KICKS ON S. 66 □ Opponents of cable deregulation bill, AT&T and some major NLC cities, move to block or change legislation. **PAGE 66.**

BROADCASTING REVIVAL □ General economic recovery is among chief reasons for the resurgence in station values. A look at the latest boom in broadcasting appears on **PAGE 68.**

FOR SALE □ Dun & Bradstreet announces all but one of its television stations are up for sale. Net worth is placed near $250 million. **PAGE 70.**

GIANT SPLIT □ Metromedia announces 10-1 stock split at annual shareholder's meeting. **PAGE 70.**

SPECIAL FEELINGS □ ABC and its affiliates celebrate company's 30th anniversary. Matters of concern include pre-emptions, overruns, teletext and compensation. **PAGE 72.** Elton Rule announces he will step down by year's end. **PAGE 73.** Programing executives review fall prime time schedule. **PAGE 74.** ABC News and Sports President Roone Arledge previews the upcoming news and sports ledger on **PAGES 75-76.**

SPLIT SCREEN □ CBS announces it will accept 30-second ads for two unrelated products from the same company. **PAGE 80.**

FORWARD THINKERS □ AAAA media day addresses impact new technologies will have on the old technologies. **PAGE 80.**

MOVIE SEARCH □ Companies are churning ahead with ad hoc network plans, despite problems of finding suitable movies. **PAGE 83.**

GO FOR IT BROKER □ Despite breaking into the field some 20 years into his professional career, R.C. Crisler has left an indelible mark on station trading, teaching his specialty to colleagues and competitors alike. **PAGE 103.**

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AdVantage

Network TV climbs. Estimated expenditures of network television for first quarter of 1983 rose by 13.6% to $1,628,602,600, up from $1,433,276,300 in first quarter of 1982. CBS-TV led network pack with $562,421,000, followed closely by ABC-TV, $559,150,000, and NBC-TV, $507,031,500.

Food and food products led all categories in network TV spending for first quarter with $248,169,900. Other heavy investing classifications were toiletries and toilet goods, $227,282,000; automotive, $179,144,600; proprietary medicines, $177,467,200 and soap, cleaners and polishers, $81,896,000.

January-March

	1982	1983	% chg.
Early morning:			
Mon.-Fri.	$ 26,026,500	$ 31,641,400	+21.6
Daytime:			
Mon.-Fri.	280,706,000	294,727,500	+ 5.0
Sat.-Sun.	182,949,300	199,953,400	+ 9.3
Early fringe:			
Mon.-Fri.	74,480,400	84,854,100	+13.9
Sat.-Sun.	50,666,500	81,719,800	+61.3
Nighttime:			
Mon.-Sun.	743,859,400	856,405,400	+15.1
Late night:			
Mon.-Sun.	74,588,200	79,301,000	+ 6.3
Total	$1,433,276,300	$1,628,602,600	+13.6

By network

	ABC	CBS	NBC	Total
Jan.-March	$ 559,150,100	$ 562,421,000	$ 507,031,500	$1,628,602,600

□

Different folks. Pittsburgh Brewing Co. has produced two sets of television commercials for advertising campaigns that break this month for its Iron City and I.C. Light brands. Marsteller Inc., client's agency, said spots for Iron City are designed to appeal to local pride and sense of community that characterizes Pittsburgh. Brand is portrayed as long-time friend, and commercial contains music that is aggressive and chauvinistic. In contrast, I.C. Light features stylized graphic look, special effects and reggae music to emphasize energy of product to its target audience, upscale, sophisticated young adults. Campaign for Iron City begins in Pittsburgh area this week and for I.C. Light next week.

□

Not guilty. Panel of National Advertising Review Board found that television advertising by Procter & Gamble Co. for its Top Job liquid cleaner was not "not deceptive or falsely disparaging" to American Cyanamid's Pine Sol. NARB supported previous ruling by National Advertising Division of Better Business Bureaus which concluded that claimed superiority of Top Job, in diluted form, in cleaning greasy spot was substantiated. NAD also found that phrase used in Top Job's commercial, "oil and water just don't mix," indicates that oil emulsifies while Top Job dissolves in water, allowing more contact between active ingredients and greasy dirt, and was "not falsely disparaging to pine oil products."

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Agency: Pitluk Group, San Antonio, Tex.

Braum's Ice Cream □ Campaign for ice cream begins in June in Dallas, Tulsa, Okla., and Oklahoma City. Thirteen-week flight will air in morning, midday and evening drive. Target: adults, 25-54. In-house agency: Retail Advertising, Oklahoma City.

American Petrofina □ Gasoline products campaign begins in mid-June for eight weeks in approximately 18 markets with commercials in all dayparts. Target: men, 18-49. Agency: Geer, DuBois, New York.

Schenley □ Campaign for Real Sangria will begin June 27 for six weeks in 15 to 20 markets. Target: adults, 18-34. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Procter & Gamble □ Campaign for Sure deodorant will run in about 20 markets starting May 23 for four weeks in mornings, evenings and weekends. Target: men and women, 12-34. Agency: Wells, Rich, Greene, New York.

RADIO AND TV

Adolph Coors □ Campaign for Coors Premium beer begins in late May in open-ended run. Flight will air in over 100 markets during sports and fringe times. Target: men, 18-34. Agency: Foote Cone & Belding, Chicago.

Pennzoil □ Campaign for motor oil begins first week in June and will run through Sept. 25. Flight will run three weeks on and three weeks off in 103 markets in late news, fringe and prime time on television and drive times on radio. Target: men, 18-49. Agency: Eisaman Johns & Laws, Houston.

21 Brands □ Campaign for Folonari red and white wines begins May 23 in 10 TV markets for six weeks and begins June 6 in 10 radio markets also for six weeks. Radio spots will air in all drive times and weekends, TV in news times. Target: adults, 25-49. Agency: Henderson Advertising, Greenville, S.C.

Flav-O-Rich □ Campaign for ice cream product will begin in late June for three weeks in 23 markets in television with commercials running in prime time, early fringe and daytime. Radio commercials will be carried in 125 markets throughout Southeast. Target: adults, 25-54. Agency: D'Arcy-MacManus & Masius, Atlanta.

Velsicol Chemical □ Herbicide and pesticide products will be advertised on farm programs for two weeks, starting May 23, in 30 markets on radio and two markets in television. Target: men, 35-54. Agency: Kenrick Advertising, St. Louis.

rent "Breakfast With ... " sessions at 8 a.m., to be repeated at 9:45 so that everybody can sit in on two, on subjects ranging from "Life-Style Trends" to "Executive Health." The life-styles panel will feature Florence Skelly, president of the Yankelovich, Skelly & White research firm. The executive health panel will be led by Dr. Kenneth Cooper, founder of the Aerobics Center in Dallas. Other workshops will concentrate on "Management of Technology," conducted by Professor William J. Abernathy of Harvard's Graduate School of Business Administration, and "Mismanagement Styles," by Ichak Adizes of the Adizes Institute for Managerial and Organization Research at Santa Monica, Calif.

Friday's general session, at 11 a.m., will hear addresses by Malcolm S. Forbes Sr., chairman and editor-in-chief of Forbes Inc., and Senator Robert W. Kasten Jr. (R-Wis.).

On both Thursday and Friday afternoons, the sharpening-of-skills process will continue on golf courses and tennis courts.

The wind-up business session will, as usual, be held Saturday morning and focus on creativity. There'll be a look at the creative product from the client's point of view by Donald R. Keough, president and chief operating officer of Coca-Cola Co., and from the practitioner's viewpoint by Carl Ally, chairman of Ally & Gargano, New York. Finally, Keith Reinhard, chairman and chief executive of Needham, Harper & Steers/USA, New York, and Sid Woloshin, president of Sid Woloshin Productions, also New York, will concentrate on another aspect of creativity in a session on "Say It With Music."

The annual reception and dinner will be held Friday night with Alan King providing the entertainment. □

Programing

Fourth networks making progress

Lack of movies is causing some delay in setting up new groups

Conversations about a once-a-week or once-a-month prime time entertainment network that would air on a fixed lineup of stations—both independent and network affiliates—are still active, according to company representatives involved, at least one of whom faces a self-imposed deadline of two months from now on whether to go ahead with such a project. Sources involved in the discussions report a variety of conflicts currently preventing final commitment to a network, the most pressing of which appears to be a lack of suitable movies.

Metromedia Inc., which announced at the March NATPE International conference that it was trying to sign affiliates for its proposed, once-a-month movie network (BROADCASTING, March 28), has encountered unexpected interest from stations affiliated with the major networks, according to Paul Rich, vice president, worldwide sales, Metromedia Producers Corp. Affiliates in "half-a-dozen" markets have asked to be included without knowing what movies Metromedia plans to offer, said Rich, while affiliates in another "10 to 12" markets have asked for the right to be considered once the movie lineup is announced.

Metromedia has not yet formally signed any stations to participate in its network, said Rich, although it has verbal agreements with independents in markets where "affiliate interest has been exhausted."

That movie lineup will probably include a made-for-TV movie about the life of Polish Solidarity leader Lech Walesa, which Metromedia has agreed to produce in association with Britain's TV South (BROADCASTING, May 2).

Randy Reiss, president of domestic television production and distribution at Paramount Television, said he is trying to line up commitments from stations in the top three markets and from major advertisers before making an effort to sign stations all over the country or line up programing for a once-a-week, three-hour block of prime time programing, anchored by a movie and including a one-hour program that could vary from drama to variety specials. Paramount is talking with both Metromedia and a consortium of stations owned by Tribune Broadcasting Co., Taft Broadcasting, Gaylord Broadcasting and Chris Craft Industries, said Reiss, and there is "still interest on all parts."

The Paramount proposal, first proposed by Paramount Television President Rich Frank at the annual Association of Independent Television Stations convention in January, would allocate at least 60% (and possibly more) of available advertising time in each three-hour block for national sales, according to Frank, with the rest left for local sales by stations. That compares with a 60-40 barter split being proposed by Metrome-

leaders of the Tribune-Taft-Gaylord-Chris Craft consortium.

The big problem facing proposals for a fourth network, according to several key players, is a real shortage of affordable movies that would generate sufficient ratings for advertiser interest. Paramount is looking into entering "a joint venture that would purchase programs from many sources," said Reiss, while Metromedia is proposing a lineup of about half theatrical and half made-for-TV features.

Another problem, not unrelated to the first, is that movie studios are hesitating to license properties to these proposed networks. According to Jim C. Dowdle, president of Tribune Broadcasting Co., the proposed occasional networks represent an unknown quantity to the studios, each of

Ratings Roundup

Part two of its science-fiction mini-series, *V*, and an increasingly strong Tuesday-night lineup put NBC-TV at the top of the national ratings pile for the first full week (Monday-Sunday, May 2-8) of the local rating sweeps by A.C. Nielsen and the Arbitron Co.

According to Nielsen's National Television Index, NBC averaged a 15.5 rating/26.2 share for the week, barely topping ABC-TV's 15.4/26.2 but breezing past CBS-TV's 14.6/24.7.

Despite a weak lead-in from the now-canceled series, *Love Sidney* (13.2/22), and a rerun episode of *Family Ties* (15.7/24), *V* (27/40) pulled NBC's Monday-night average to 22.8/34.6. ABC averaged a 14.5/22.5 for the night, with a lineup that included the movie, *Legs* (13.2/20), while CBS averaged a 14.3/21.7 with its series lineup, which included rerun episodes of *M*A*S*H* (15.6/23) and *Archie Bunker's Place* (12/20).

On Tuesday, original episodes of *A Team* (20.9/34) and *Remington Steele* (18.6/29) combined for a lead-in that gave a rerun episode of *St. Elsewhere* (16/28) the highest rating and share that series has achieved since its premiere. NBC averaged an 18.5/30.4 for the night, while ABC finished with a 16.3/26.6 and CBS, a 10/16.7.

The First 20

1.	*NBC Monday Night Movies—V, Part 2*	NBC	27.0/40
2.	*Dallas*	CBS	24.4/39
3.	*A Team*	NBC	20.9/34
4.	*Simon & Simon*	CBS	20.4/32
5.	*Facts of Life*	NBC	20.2/32
6.	*Love Boat*	ABC	20.0/35
7.	*60 Minutes*	CBS	19.6/40
8.	*Hart to Hart*	ABC	19.2/33
9.	*Three's Company*	ABC	19.2/30
10.	*Remington Steele*	NBC	18.6/29
11.	*9 to 5*	ABC	18.3/28
12.	*Fantasy Island*	ABC	18.2/34
13.	*CBS Movie—*"Bronco Billy"	CBS	18.1/38
14.	*Magnum, P.I.*	CBS	18.0/31
15.	*Hill Street Blues*	NBC	18.0/31
16.	*Battle-Network Stars*	ABC	17.9/29
17.	*Mississippi*	CBS	17.8/31
18.	*That's Incredible*	ABC	17.2/28
19.	*Fall Guy*	ABC	17.0/30
20.	*One Day at a Time*	CBS	16.9/26

The Final Five

63.	*Zorro and Son*	CBS	8.4/15
64.	*Monitor*	NBC	8.3/16
65.	*Berenstain Bears Special*	NBC	7.9/16
66.	*Wizards and Warriors*	CBS	7.1/14
67.	*Sunday Funnies*	NBC	6.7/14

Broadcasting May 16 1983
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Ownership changes

■ KSAR(FM) Salem, Ark. (95.9 mhz, 2.5 kw, HAAT: 320 ft.)—Seeks assignment of license from Salem Broadcasting Co. to Mountain Home Broadcasting Corp. for $125,000 plus $10,000 noncompete agreement. Seller is owned by Ronald E. Plumlee, who has no other broadcast interests. Buyer is owned by John Thomas Ahrens, president; Robert Charles Ahrens, and Bobby Dean Knight (one-third each). They also own one-third of KTLO-AM-FM Mountain Homes, Ark. Filed May 2.

■ KNYO(AM) Independence, Calif. (600 khz, 500 kw-D)—Seeks assignment of license from KNYO Inc. to Eastern Sierra Broadcasters Inc. for $147,000. Seller is owned by Lloyd Higuera and Burt Weiner (50% each). Higuera also is applicant for new FM at Gardnerville-Minden, Nev. Weiner has no other broadcast interests. Buyer is owned by Randall W. Lundvall (43.25%), David F. Latham (25.45%) and four others. It also is applicant for new FM at Libby, Mont. Filed April 25.

■ KCBQ-AM-FM San Diego (1170 khz, 50 kw-D, 5 kw-N; FM: 105.3 mhz, 29 kw, HAAT: 620 ft.)—Seeks assignment of license from Chartcom Inc. to Infinity Broadcasting for $8.5 million, including $750,000 for noncompete agreement ("Closed Circuit," Jan. 31).. Seller is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which recently sold, subject to FCC approval, KIOI(FM) San Francisco (Broadcasting, May 2). KCBQ-AM-FM sale will conclude Charter's divestment of its radio station group. Buyer, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Carrus, president. It also owns one AM and five FM's. It has received FCC approval to buy KXYZ(AM) Houston (see below). Filed May 2.

■ WFOM(AM) Marietta, Ga. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Woofum Inc. to Agape Communications Inc. for $482,500. Seller is equally owned by Lloyd G. Crowe and Sylva M. Landress. They have no other broadcast interests. Buyer is Marietta, Ga.-based group of 13 stockholders, each owning 7.7%, and headed by Billy L. Askea, president. Crowe will stay on as vice president of station and retain minority interest. Buyer has no other broadcast interests. Filed April 26.

■ WWCA(AM) Gary, Ind. (1270 khz, 1 kw-U; DA-1)—Seeks assignment of license from Lake Broadcasting Co. to Metro Communications Inc. for $650,000 (Broadcasting, May 2). Seller is controlled by estate of Dee O. Coe. Buyer is owned by L.E. Willis, who also owns WFTH(AM) Richmond, WPCE(AM) Portsmouth, WOWI(FM) Norfolk, all Virginia; WSUE(FM) Green Cove Springs, Fla., and WIMG(AM) Ewing, N.J. He also bought, subject to FCC approval, WBOK(AM) New Orleans (Broadcasting, May 2). Filed April 26.

■ KBCL(AM) Shreveport, La. (1220 khz, 250 w-D)—Seeks transfer of control of Results Unlimited Inc. from David W. Moore and others (100% before, none after) to John David Crow and others (none before; 100% after). Consideration: assumption of estimated $220,000 in debts. Principals: Sellers are David W. Moore, Jean H. Fore and Patsy B. Alban. They have no other broadcast interests. Buyers are John David Crow (25%), G. Randy Alewyne III (25%), his father, George R. Alewyne Jr. (30%), Michael D. Willis and James E. Nicholas (10% each). Crow, Alewyne and Nicholas also owns majority interest in KTFS(AM) Texarkana, Tex. George Alewyne Jr. is Shreveport geologist and Willis is Shreveport-based realtor. Filed April 27.

■ KQYB(FM) Spring Grove, Minn. (98.3 mhz, 2 kw; HAAT: 364 ft.)—Seeks transfer of control of Sun Communications Inc. (100% before; none after) to Gregory L. Wennes (none before; 100% after). Consideration: $150,000. Principals: Seller is equally owned by John H. White and wife, Pamela R. They have no other broadcast interests. Buyer is general manager of station. He has no other broadcast interests. Filed May 2.

■ WELZ(AM) Belzoni, Miss. (1460 khz; 1 kw-D)—Seeks assignment of license from Humphreys County Broadcasting Co. Inc. to Heart of Dixie Broadcasting of Mississippi for $165,000. Seller is owned by Herb Guthrie (99%), his wife Joyce, and Neil S. Wood (.05% each). They also are applicants for new FM at Belzoni. Buyer is owned by Buford Bennett Strange and wife, Mayme Stone Strange (50% each). Bennett Strange also owns KDXI(AM)-KJVC(FM) Mansfield, La. Filed May 2.

■ WHVN(AM) Charlotte, N.C. (1310 khz, 1 kw-D, DA-D)—Seeks assignment of license from WKTC Radio Corp. to Tomlinson Communications Inc. for $180,000. Seller is owned by George H. Buck Jr., president, who also owns WCOS-AM-FM Columbia, S.C.; WYZE(AM) Atlanta; WMGY(AM) Montgomery, Ala.; WPCT(FM) Lobelville, Tenn.; WCLS(AM) Columbus, Ga., and WSAY(AM) Salem, Va. Buyer is owned by Richard E. Tomlinson (51%) and Robert J. Werra (49%). They have no other broadcast interests. Filed April 26.

■ WIST(AM) Charlotte, N.C. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Metrolina Broadcasting Corp. to George H. Buck for $410,000. Seller is owned by Consolidated Theaters Inc., headed by Sam W. Craver Jr., president. It has no other broadcast interests. Buyer is also selling WHVN(AM) Charlotte (see above). Filed April 27.

■ WCOJ(AM) Coatesville, Pa. (1420 kw; 5 kw-U, DA-N)—Seeks transfer of control of Chester County Broadcasting Co. from William S. Halpern and Louis N. Seltzer (100% before; none after) to Lenfest Chester Inc. (none before; 100% after). Consideration: $1.8 million. Principals: Sellers also own cable TV systems in Chester county, Pa. Buyer is principally owned by H.F. Lenfest, president. He also owns cable systems in Lebanon, Phoenixville, Pottstown and Quakertown, all Pennsylvania. Filed April 29.

■ WIFI(FM) Philadelphia, Pa. (92.5 mhz, 50 kw, HAAT: 550 ft.)—Seeks assignment of license from GCC Communications to Beasley Broadcast Group for $6 million. (Broadcasting, May 9). Seller is headed by Alexander M. Tanger, president. It also owns WHUE-AM-FM Boston. Buyer is Goldsboro, N.C.-based group owner of five AM's and six FM's, principally owned by George Beasley, president. He recently sold WKBX(AM)-WSGF(FM) Savannah, Ga. (Broadcasting, May 2). Filed May 2.

■ WVAP(AM) Burnettown, S.C. (1510 khz, 1 kw-D, DA-D)—Seeks assignment of license from Midland Valley Investment Co. Inc. to Marma Corp. for $157,500. Seller is owned by Shirley J. George (49%), Harry A. Parker (26.5%) and his wife, Martha D. (24.5%). They have no other broadcast interests. Buyer is owned by Michael V. Brown (25%), Glenn E. May, president (51%), his wife, Margaret (20%), and their children Craig and Cydessa (2% each). Brown owns 5% of WBDY-AM-FM Bluefield, Va. Filed April 27.

■ KNCI(AM) Boerne, Tex. (1500 khz, 250 w)—Seeks assignment of license from Hart Broadcasting Co. Inc. to Ballard Broadcasting Co. Inc. for $115,00 plus other consideration for noncompete agreement (Broadcasting, May 9). Seller is owned by Larry Tschirhart, president. He has no other broadcast interests. Buyer is owned by Drew Ballard, president, who also owns KCLY(AM)-KLTD(FM) Lampasas, Tex. Filed April 27.

■ KIKN(AM) Sinton (Corpus Christi), Tex. (1590 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Champagne Broadcasting Corp. to Stereo Broadcasting Corp. for $310,000 (Broadcasting, May 9). Seller is owned by Allen E. Schepper, president, who has no other broadcast interests. Buyer is headed by Stephen A. DeWalt. It also own KBOR(AM) Brownsville, Tex., and KIOU(FM) Corpus Christi. Filed April 28.

■ KTXS-TV Sweetwater, Tex. (ABC, ch. 12, 257 kw vis., 25.7 kw aur., HAAT: 1,400 ft.)—Seeks assignment of license from Prima Inc. to Catclaw Communications Co. for $3.5 million. Seller is headed by Charles Woods, chairman. It has no other broadcast interests. Buyer is owned by W.M. Moore Jr., president. Moore is Abilene, Tex. advertising executive, no other broadcast interests. Filed April 26.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses

■ WHHV(AM) Hillsville, Va. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hillsville-Galax Broadcasting Co. to Magnum Communications Inc. for $210,000, including noncompete agreement. Seller is headed by Robert R. Hilker, president. It also has interest in WCGC(AM) Belmont, WSVM(AM) Valdese and WEGO-(AM)-WPEG(FM) Concord, all North Carolina; WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia, and WYNR(AM)-WPIQ(FM) Brunswick, Ga. Buyer is owned by Howard E. Espravnik (78%) and Jay A. Bough (22%). Espravnik is part-time announcer at WAKE(AM) Valparaiso, Ind. Bough is sports director at WFML(FM) Washington, Ind. Filed May 2.

■ KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (1360 khz, 1 kw-D, 500 w-N, DA-N; FM: 96.5 mhz, 100 kw, HAAT: 1,680 ft.)—Seeks assignment of license from Media West Inc. to The Thicket Broadcasting Co. of Wyoming Inc. for $325,000. Seller is owned by estate of Arnold H. Morck. It has no other broadcast interests. Buyer is owned by Richard Beauchamp, chairman (80%), Henry A. Kane and Adam G. Polacek (10% each). They also own KTYL-AM-FM Tyler, Tex. Filed May 2.

Actions

■ WFNC(AM)-WQSM(FM) Fayetteville, N.C. (940 khz, 50 kw-D, 1 kw-N; FM: 98.1 mhz, 100 kw)—Granted transfer of control of Cape Fear Broadcasting Co. from Victor W. Dawson (51% before; 50% after) to Margaret Dawson H. Dickson and Ann Cameron Highsmith (none before; 50% after). Consideration: $572.79. Principals: Transferor is selling one share of his interest to his nieces, which changes his percentage in ownership of licensee from 51% to 50%. Upon completion of transaction, his nieces will own balance of stock (49%) formerly owned by their mother. (BTC,H-821221GE,F). Action April 28.

■ WLCF(FM) Southport, N.C. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Brunswick Broadcasting Co. from stockholders (100% before; none after) to Rawley Communications Corp. (none before; 100% after). Consideration: $425,000. Principals: Seller is owned by Clarence S. Mowery Jr. (30.06%), Robert G. Kimmel (22.19%), his brother Charles E. (16.74%) and others. None have other broadcast interests. Buyer is owned by David A. Rawley Jr. and family, who own WJYR(FM) Myrtle Beach, S.C. (BTCH-830217GK). Action April 28.

■ WYTV(TV) Youngstown, Ohio (ABC, ch. 33, 912 kw vis., 182 kw aur., HAAT: 557 ft.)—Granted assignment of license from Adams Russell Co. to Benedek Broadcasting Corp., for $9 million. Seller is publicly traded, Waltham Mass.-based electronics manufacturer and cable MSO. Buyer is owned by A. Richard Benedek and Robert L. Dudley (50% each). Benedek is principal owner of WTAP(TV) Parkersburg, W. Va. Dudley owns 24.5% each of KLBK(TV) Lubbock and KTXS-TV Sweetwater, both Texas. The latter has been sold, subject to FCC approval (see above). Benedek and Dudley are also principals in group that bought WDAU(TV) Scranton, Pa. (Broadcasting, Oct. 11, 1982). (BALCT-830121KJ). Action April 15.

■ KAYC(AM)-KAYD(FM) Beaumont, Tex. (1450 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 50 kw, HAAT: 320 ft.)—Granted assignment of license from Texas Coast Broadcasters Inc. to Long-Pride Broadcasting Co. for $1.75 million plus noncompete covenant of $250,000. Seller is owned by David H. Morris, president, who also owns KNUZ(AM)-KWUE(FM) Houston. Buyer is owned by Charley Pride (51%); Jim Long (36%); Jerry Lastelick (10%), and H. Roger Dodson (4%). Pride is country and western singer; Long is president and owner of FirstCom Broadcast Services, Dallas-based radio programer and syndicator; Lastelick is Dallas-based attorney, and Dodson is president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which are owned by Pride, Long and Lastelick, (BALH-830309FQ). Action April 25.

■ KXYZ(AM) Houston (1320 khz, 5 kw-U)—Granted assignment of license from Slater Broadcasting Co. to 13 Radio Corp. for $1.5 million. Seller is headed by Manning Slater, president. It has other broadcast interests. Buyer is owned by Infinity Broadcasting Corp., which also bought KCBQ-AM-FM San Diego (see above). Action April 21.

■ KZEU(FM) Victoria, Tex. (107.9 mhz, 50 kw, HAAT: 500 ft.)—Granted transfer of control of McDougal Broadcasting Inc. from Dudley B. McDougal (80% before; none after) to Longcrier Communications (25% before; 100% after). Consideration: $100,000. Principals: Seller is president and has no other broadcast interests. Buyer is Austin, Tex.-based general partnership, principally owned by Steven W. Longcrier, which owns KELG(AM) Elgin, Tex. (BTCH-830310GT). Action April 28.

5/24/83
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The Fifth Estate

Broadcasting May 23

Have you noticed how much of Billboard's 'Hot 100' is licensed by ASCAP these days?

WEEK OF	% OF BILLBOARD 'HOT 100'*
APRIL 2ND	61.6%
APRIL 9TH	66.0%
APRIL 16TH	65.7%
APRIL 23RD	65.7%
APRIL 30TH	66.0%

ascap
Where The Music Is

*On a weighted basis • 1 song - 100 points • 100 song - 1 point etc.

20814GARNEQ0681 GEA JUN/84
S GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

52d Year 1983

CBS + affiliates

Vol. 104 No. 21

Broadcasting May 23

Wirth backs down on spectrum fees; NAB forges ahead on dereg bill □ Warner Amex makes bottom line moves □ CBS in L.A. □ 4A's in W.Va. □ HDTV in Montreux

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INTERNAL DISCONTENT □ Large group owners want better representation than they say they get from NAB. **PAGE 32.**

DEREG MAVERICK □ Thomas Tauke discusses the germination of the latest broadcast deregulation moves on the Hill and circumvention of Subcommittee Chairman Wirth. **PAGE 33.**

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WINNER'S CIRCLE □ CBS-TV affiliates head to Los Angeles with some concern about piggybacking but, overall, in an upbeat mood. **PAGE 35.**

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USIA RESIGNATIONS □ Defense secretary's son and Gilbert Robinson both step down from information agency. **PAGE 68.**

TELETEXT LAUNCH □ NBC begins transmission of information service to affiliates. **PAGE 68.**

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PEACOCK ON THE BIRD □ NBC announces plan for satellite distribution via Comsat General facilities. **PAGE 78.**

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June 16-18—*Iowa Association of Broadcasters* convention. Clear Lake, Mason City, Iowa.

June 16-18—*Montana Broadcasters Association* annual convention and awards banquet. Fairmont Hot Springs, Gregson, Mont.

June 17—"Careers in the New Media" symposium, sponsored by *The New School for Social Research*. New School campus, New York.

June 17-18—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

June 17-19—*New Hampshire Association of Broadcasters and Vermont Association of Broadcasters* joint annual convention. Woodstock Inn, Woodstock, Vermont.

June 17-21—*Georgia Association of Broadcasters* annual convention. Ironworks Convention Center, Columbus, Ga.

June 17-July 22—"Television Criticism Workshop" sponsored by *American Film Institute* in cooperation with *American University, Directors Guild of America, Sony Video Center and Louis B. Mayer Library*. AFI campus, Los Angeles. Information: AFI, P.O. Box 27999. 2021 North Western Avenue, Los Angeles, 90027.

June 19-23—International Conference on Communications, sponsored by *Institute of Electronics Engineers and Communications Society Conference Board*. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel, Boston.

June 21—*Women in Cable* second annual "Cable Day," during Television Critics Association's summer press tour. Beverly Hilton hotel, Los Angeles.

June 21—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

June 21-23—*Institute for Graphic Communication* engineering "workstations." Andover Inn, Andover, Mass. Information: (617) 267-9425.

June 22—*Women in Cable, New York chapter*, five-part course, "Basics of Cable Television," in conjunction with School of Visual Arts, New York. Information: (212) 679-7350.

■ **June 23-26**—*Public Broadcasting Service* and *National Association of Public Television Stations'* annual meetings. Hyatt Regency, Arlington, Va.

June 23-26—*Virginia Association of Broadcasters* annual summer convention. Cavalier, Virginia Beach.

June 23-26—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans.

June 23-26—*Investigative Reporters and Editors* national conference. Downtown Sheraton, St. Louis.

■ **June 24**—Conference on refranchising cable systems: upgrading systems and renegotiating cable franchise agreements, co-sponsored by *BPS Associates*, telecommunications consulting firm, and *Communications Media Center of New York Law School*. New York Law School campus, New York. Information: (212) 966-2053.

June 24-26—"Economics and the News" conference sponsored by *Foundation for American Communications* and *Gannett Foundation*. Arrowwood, Rye Brook, N.Y. Information: 1627 K Street, N.W., Washington, 20006; (202) 659-0668.

Errata

Top 100 chart in May 9 issue reversed figures for **Cable TV Industries** and **Gray Communications Inc.** on page 43. **Correct figures** for Gray are: earnings $1,680,000 in calendar year 1982; $2,616,000 in 1981; percentage change -36%; profit margin 4.3%; earnings per share $3.40; P/E ratio 14; ECI 69% and ECI ranking 94. For Cable TV Industries the correct figures are: earnings $446,000 in year ending Jan. 31, 1983; $2,191,000 in previous year; percentage change -80%; profit margin 1.4%; earnings per share $.15; P/E ratio 40; ECI 100% and ECI ranking 92.

June 25—*National Academy of Television Arts and Sciences, Washington chapter*, meeting celebrating chapter's silver anniversary. Wax Museum, Washington.

June 26-29—*Florida Association of Broadcasters* annual convention. Boca Raton hotel and club, Boca Raton, Fla.

June 26-30—*Jerrold division of General Instrument Corp*. technical seminar. Hillside Holiday Inn, Hillside, Ill.

June 29—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting. Copacabana, New York.

Open Mike

Burning issue

EDITOR: These are some thoughts about Cecil Andrews and television journalists. Who is Cecil Andrews? He's the man in Alabama, out of work, desperate and maybe drunk, who set himself on fire recently to protest unemployment (BROADCASTING, March 14). A television news crew from a local station taped the entire incident. The two cameramen on the scene even waited for the poor soul to light a second match after the first one went out, then waited several more crucial seconds before trying to douse the searing flames.

I've been a broadcast journalist for 13 years now, and when I heard about the Alabama incident, I got sick to my stomach. But the nausea worsened when I heard the mealy-mouthed, half-baked *defense* of the photographers' actions.

Former CBS News President Richard Salant, said, according to BROADCASTING, the story was legitimate to cover and circumstances were beyond second-guessing. A *New York Times* story on the incident said, "When asked why they did not try to stop Andrews sooner, the cameramen said they were not prepared to deal with such an emergency." Their boss, the station's news director, is quoted as saying the cameramen were "paralyzed by disbelief and fright."

Bull! Their paralysis certainly didn't prevent them from making sure their camera, battery pack, light and audio systems were all working properly before the match was lighted. And I don't buy the argument they were not prepared to deal with such an emergency. They surely must have realized the victim was serious when he tried to light a match and it went out. But they let him light another match!

I truly fear sometimes we in the television news business get so carried away with an almost fanatical goal of beating the competition, getting that great shot, that we forget we are dealing with human beings.

I know some journalists have a legitimate concern over where to draw the line. When should a reporter or photographer cease being a bystander and become a participant? I can tell you when: when it becomes a life or death matter. And that's what it was on that city square in Jacksonville, Alabama.

I don't think some people in this business realize how much damage events like this do to our credibility. Too many people think we're ghouls, and in this case, if we defend the actions of the Alabama cameramen, we're giving them good ammunition.

I feel compassion for those two young men who shot the video. I have a feeling events simply got out of hand and they momentarily lost control of their basic humanitarian impulses. But nonetheless it was a mistake. It was not the proper course for journalists or anyone to take at that point. And unless we disassociate ourselves from such thoughtless action, we will all be tarnished. Rather than wasting our energy defending or debating the action of the cameramen, let's simply resolve to use this as the example of something that should never happen again.—*Rick Fetherston, assistant to the station manager,* WMTV(TV) *Madison, Wis.*

To be or not to be

EDITOR: The May 9 BROADCASTING carried an unfortunate and misleading article with respect to the film and television activities of PolyGram in the U.S. ("PolyGram to fold"). As it happens, we are indeed disposing of certain rights in our inventory, both feature and television films, but not only have we retained other rights but we are continuing the active development of at least two shows with CBS, a pilot development deal for *An American Werewolf in London* and *Forever Moore*, a daytime serial. A third project is also in discussion with that network.

More importantly, on the feature side, we have just announced the joint production with Embassy of a motion picture version of "A Chorus Line." In addition to having one of our most successful films, "Flashdance," which Paramount financed, out in the market now, we have active development deals with Warner Brothers for "Batman," with Columbia Pictures for "Deep II" and "Contact," with 20th Century-Fox for "Dangerously" and with ABC for "Great Balls of Fire," the Jerry Lee Lewis story.

None of the above would appear to indicate that we are going out of business by the end of the year, I am sure you would agree.—*Gordon Stulberg, president, PolyGram Corp., Culver City, Calif.*

week period.

SCTV is produced by Old Firehall TV Productions Ltd. and Allarcom Ltd. in association with Rhodes Productions Ltd., all of Toronto. Next year, *SCTV* will be carried on Canada's Super Channel, but episodes will air after they have first appeared on Cinemax.

As a replacement for *SCTV*, NBC has scheduled a new show, *Friday Night Videos* (see story, page 50) that is set to premiere Aug. 5, and will be accompanied by stereo radio simulcasts.

C-SPAN set to launch second channel of Washington fare

New offering will be transmitted over Galaxy I; will include call-in shows, committee hearings, other material starting in August; program guide in works

C-SPAN, the public affairs cable network known primarily for its gavel-to-gavel coverage of the U.S. House of Representatives, will launch a second channel offering similar Washington-based programing in August, according to Brian Lamb, the network's president.

Lamb disclosed details of the yet-unnamed program service, which he said would offer programing "just like the first," during a luncheon meeting of the Southern California Cable Association in Los Angeles last Tuesday (May 17).

Lamb said the second channel will be offered at no charge to cable operators who are currently carrying C-SPAN, but that only those carrying the first channel will be permitted to add the new service. He said that C-SPAN would continue to provide House coverage and other public affairs programing, indicating that the second service could carry committee hearings, news conferences, call-in shows, and, if and when approval is obtained, live proceedings from the U.S. Senate, where cameras are currently prohibited.

The new channel would cost "about $1 million to provide," and would be distributed via the new Galaxy I communications satellite, set for launch next month. Service would be via a pre-emptible transponder, Lamb said.

Lamb also revealed C-SPAN's plan to introduce a weekly program guide—its first—prior to next month's National Cable Television Association convention in Houston. The guide is being prepared by the service's recently hired full-time promotion director. Video promotional materials are also being produced for system operators.

Lamb said that C-SPAN will originate live, call-in programing for the first time from outside the nation's capital on June 21 when the network's cameras travel to the Beverly Hilton hotel in Beverly Hills for Cable Day, a part of the semiannual Consumer Press Tour sponsored by Women in Cable. C-SPAN will provide, either live or by tape delay, exchanges between cable executives, television critics, and cable viewers. (The program will originate live unless the House is in session).

Lamb said that in 1984 C-SPAN plans to provide gavel-to-gavel coverage of the Republican and Democratic Party political conventions, unless similar coverage is offered by the Public Broadcasting Service, as has been discussed. "We won't duplicate," Lamb said.

He said C-SPAN, which currently reaches about 13 million homes, operated on a budget of $3.2 million in 1982 and expects to spend about $4 million this year.

"Certainly, C-SPAN is not profitable," Lamb reminded his audience, "It's not meant to be." Instead, the executive labeled the nonprofit, tax-exempt operation "a kind of political safety net" that guarantees an exchange of information and opinion between Washington and the rest of the nation. □

Dick Tracy had it first. It was only a matter of time, so to speak, before somebody developed a wristwatch television set. That time arrived when Seiko Time Corp. unveiled the world's first TV watch. The watch uses liquid-crystal video display technology (LVD), a light reflecting technology found in many digital watches and calculators. The television watch picture is best viewed in "normal daylight," according to Seiko officials, and resolution suffers considerably when viewed in low light.

SEIKO
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SEIKO

The timepiece/TV weighs less than two ounces and has a 1.2-inch screen. The watch itself does not contain the receiving unit—that's contained in a separate pack about the size of a "Walkman" which operates on two AA batteries to provide four to five continuous hours of viewing or up to 10 hours of listening (through headphones). It is capable of receiving all VHF and UHF channels and FM stereo signals. The range of reception is about 15 to 20 miles.

"America is a lover of gadgets," said Robert Pliskin, Seiko Time Corp. president, "and my feeling is that I can sell as many as I can get my hands on." Worldwide, that will be about 20,000 by the end of 1983 Seiko estimated. About 2,200 have been sold so far in Japan, where it was introduced last December for $425.

It will be introduced in the U.S. in October at a suggested retail price of $495. In addition, the TV watch can be used as a playback screen, just like any other television set, for a videocassette recorder.

Ratings Roundup

ABC-TV took first place in the prime time ratings for the week ending Sunday, May 15, the second full week of local rating sweeps by A.C. Nielsen and the Arbitron Co. ABC took Monday, Tuesday, Wednesday and Saturday while NBC-TV, in a continued showing of increased strength since the start of the sweeps, won Friday and tied CBS-TV on Sunday. CBS won Thursday.

According to Nielsen's National Television Index, ABC averaged a 15 rating/25.3 share for the week, finishing three-tenths of a rating point ahead of CBS (14.7/24.8) and five-tenths of a point ahead of NBC (14.5/24.5). Arbitron's sweep averages as of the end of the week showed CBS (15.3) in front by a hair and ABC and NBC tied (15). Nielsen had CBS first (15.4) followed by NBC (14.9) and ABC (14.8).

The week's highest nightly average came from CBS's broadcast of the *Miss U.S.A. Pageant* (24.4/39) on Thursday, which, preceded by a rerun episode of *Magnum P.I.* (18.7/34), gave the network the only nightly rating average (22.5/37.5) above an 18 for any network that week. On Monday, NBC's broadcast of the annual *Country Music Awards* (19.2/29) overpowered a made-for-TV remake of the movie, *I Want To Live* (18.4/28). ABC won that night, however, because of a stronger lead-in, an original episode of *That's Incredible* (17.1/28), which far overshadowed rerun episodes of NBC's *Love, Sidney* (10.6/18) and *Family Ties* (11.8/19). NBC's broadcast of the movie, "Urban Cowboy" (18.4/30), on Sunday helped it to average a 16.1/27.1 for the night, and to virtually tie CBS's lineup (16.1/27.2), which was dominated by rerun episodes of its regular series.

The First 20

1	*Miss USA Beauty Pageant*	CBS	24.4/39
2	*Hart to Hart*	ABC	20.2/34
3	*Country Music Awards*	NBC	19.2/29
4	*A Team*	NBC	18.8/32
5	*Magnum, P.I.*	CBS	18.7/34
6	*NBC Sunday Night Movie—"Urban Cowboy"*	NBC	18.4/30
7	*ABC Monday Night Movie—I Want to Live*	ABC	18.4/28
8	*Three's Company*	ABC	18.1/29
9	*Alice*	CBS	18.1/28
10	*Love Boat*	ABC	18.0/31
11	*Fall Guy*	ABC	18.0/30
12	*60 Minutes*	CBS	17.7/32
13	*Hill Street Blues*	NBC	17.3/28
14	*That's Incredible*	ABC	17.1/28
15	*Jeffersons*	CBS	17.0/26
16	*9 to 5*	ABC	16.7/26
17	*Love, Sex. . . and Marriage*	ABC	16.6/28
18	*Trapper John, M.D.*	CBS	16.5/28
19	*Fantasy Island*	ABC	16.0/30
20	*Knight Rider*	NBC	16.0/28

The Final Five

62	*New Odd Couple*	ABC	8.7/17
63	*At Ease*	ABC	8.6/16
64	*Wizards and Warriors*	CBS	8.3/15
65	*Teachers Only*	NBC	7.9/14
66	*Monitor*	NBC	7.3/14

Gault Avenue, #13, Canoga Park, Calif. 91303. Principal: Ken Joy, who has no other broadcast interests. Filed May 6.

- San Bernardino—National Humanist Coalition seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 vis., 80 kw aur.; HAAT: 2,363 ft. Address: 4502 Walnut Avenue, Irvine, Calif. 92714. Principal: John R. Welty, who has no other broadcast interests. Filed May 5.

- San Bernardino, Calif.—Q-N Telecasters Ltd. seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 3,170 kw vis., 317 kw aur.; HAAT: 2,328 ft. Address: 161 Highland Avenue, Needham, Mass. 02194. Principal: Avi Nelson, president and Michael A. Quintana (15%). It also has interest in new TV at Lawrence, Mass. Filed May 6.

- San Bernardino—Religious Broadcasting Network seeks ch. facilities of KHOF-TV San Bernardino; ch. 30; ERP: 269 kw vis., 26.9 kw aur. HAAT: 2,340 ft. Address: 2295 Gunar Drive, San Jose, Calif. 95124. Principal: Nonprofit religious corporation, headed by Rev. Roy Kenneth Foreman, president. Filed May 5.

- San Bernardino, Calif.—Richard Schulz seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 28 Oakdale, Irvine, Calif. 92714. Principal has no other broadcast interests. Filed May 5.

- San Bernardino, Calif.—San Bernardino Valley Broadcasting Ltd. seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 3,388 kw vis., 339 kw aur.; HAAT: 2,367 ft. Address: 6702 orangewood Road, Highland, Calif. 92346. Principal: Anita Van Osdel (10%), Larry and Sally Peterson (20% jointly). Other limited partners will be added in future. Principals have no other broadcast interests. Filed May 6.

- San Bernardino, Calif.—Sandino Telecasters seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 2,500 kw vis., 250 kw aur.; HAAT: 2,536.5 ft. Address: 1360 No San Burg Terrace, Chicago 60610. Principal: Jose M. Oti, who is account executive at John Blair TV at Chicago. Filed May 6.

- San Bernardino, Calif.—San Bernardio Broadcasting Channel seeks facilities of KHOF-TV San Bernardino; ch. 30; ERPL: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. Address: 5306 Beethoven Street, Los Angeles 90066. Principal: Group of 13 stockholders, headed by Roger Brown, chairman, and Rudolph Gerren, president. Two stockholders, Tom W. Devaney and Al Landry, also have interest in KKDJ(FM) Fresno, Calif. Filed May 6.

- San Bernardino, Calif.—Solano Broadcasting Ltd. seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 2,220 kw vis., 222 kw aur., HAAT: 2,353 ft. Address: 2707 Saxon Drive, Los Angeles 90065. Principal: Channel 30 Investors I (68%), headed by Stanley D. Rosenberg and Herbert D. Kelleher (15% each) and 14 others; Channel 30 Investors II (12%), owned by Paul Y. Seligson (26.67%), Michael H. Rosenbloom (23.33%) and four others, and Solano Broadcasting Co. (20%), headed by Henry T. Mendoza III, president (47.5%) and two others. Kelleher has interest in application for new AM at El Paso, Tex. Filed May 6.

- San Bernardino, Calif.—Southport Broadcasting seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur., HAAT: 2,363 ft. Address: 14012 Summer Avenue, Norwalk, Calif. 90650. Principal: marshall G. Peters, who has no other broadcast interests. Filed May 6.

- San Bernardino, Calif.—SSP Broadcasting seeks facilities of KHOF-TV San Bernardino; ch. 30: ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. Address: 2015 Castro Street, San Francisco 94131. Principal: Sandra S. Phillips, who has no other broadcast interests. Filed May 6.

- San Bernardino, Calif.—Television 30 Inc. seeks frequency of KHOF-TV San Bernardino; ch. 30; 3,650 kw vis., 365 kw aur., HAAT: 2,390 ft. Address: 6420 Wilshire Boulevard, Los Angeles 90048. Principal: Rumiko Naito, president, who has no other broadcast interests. Filed May 6.

- San Bernardino, Calif.—Timothy Van Heest seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 12152 Salerno Street, Garden Grove, Calif. 92640. Principal has no other broadcast interests. Filed May 5.

- San Bernardino, Calif.—Toluca Lake Broadcasting Ltd. seeks facilities of KHOF-TV San Bernardino; ch. 30; ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. Address: Suite 206, 521 Arizone Street, Santa Monica, Calif. 90401. Principal: Carlos Campbell and Constance Williams (50% each). Campbell is independent producer for WDCA—TV Washington, D.C. Williams is regional sales manager at KIOI(FM) San Francisco. Filed May 6.

- San Bernardino, Calif.—TYJ Multimedia seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur., HAAT: 2,363 ft. Address: 1432 W. Roberta Avenue, Fullerton, Calif. 92633. Principal: Mark Fountain, who has no other broadcast interests. Filed May 5.

- San Bernardino, Calif.—Unicorn Media seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 620 Molino Avenue, Long Beach, Calif. 90812. Principal: Lisa Peters, who has no other broadcast interests. Filed May 6.

- San Bernardino, Calif.—Voice of the Inland Empire seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 12570 Rosy Circle, Los Angeles 90066. Principal: Joe Glauberg, who has no other broadcast interests. Filed May 6.

AM actions

- Palm City, Fla.—Astro Enterprises Inc. granted 760 khz, 5 kw-D, 250 w-N. Address: 1150 West King Street, Cocoa, Fla. 82922. Principals: Raymond A. Kassis (66.77%) and Robert A. Jones (33.3%), who also own WWBC(AM) Cocoa, Fla. (BP0811015AM). Action April 25.

- Port Richey, Fla.—Richey Airwaves Inc. dismissed application for 770 khz, 1 kw-D, 500 w-N. Address: 1233 U.S. Highway 19, North, New Port Richey 33552. (BP-811015AF). Action April 25.

- Carrollton, Ga.—West Georgia Broadcasting Inc. granted 1100 khz; 1 kw-D, requesting facilities of WLLB(AM) Carrollton. Address: Box 569, Carrollton. (BP-810622AA). Action April 24.

- Newburgh, Ind.—Newburgh Broadcasting Co. granted 1180 khz; 500 w-D. Address: 6844 Holly Drive, Newburgh 47630. Principal: Donald G. Davis, who is Evansville real estate broker and has no other broadcast interests. (BP-810529AD). Action April 26.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses

- Madisonville, Tex.—Madison County Radio Inc. granted 880 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 176J, Rural Route 3, Denison, Tex. 75020. Principals: Larry Henderson and Robert F. Ritchey (47.5% each) and William F. Carter (5%). Henderson is president and owner of KTXO(AM) Sherman, Tex. Ritchey is president and 40% owner of KRJH(AM) Hallettsville, Tex. Carter is Madisonville attorney. (BP810526AD). Action May 9.

FM actions

- Burney, Calif.—Merit Broadcasting Corp. granted 106.1 mhz, 100 kw, HAAT: 1,438 ft. Address: 3585 Lagoon Dr., Redding, Calif. 96001. Estimated construction cost $40,400; first quarter operating cost $45,378; revenue: $85,776. Format: Contemporary. Principals: Jeff Martin and wife, Jane (50% jointly); Michael Martin (brother of Jeff Martin (50%). All three are employed at KSXO(AM) Redding, Calif., which is owned 90% by Jeff and Michael's parents, John and Lucille Martin. Jeff owns remaining 10% of KSXO(AM). They have no other broadcast interests. (BPH-791108AD). Action April 8.

- Burney, Calif.—Thomas C. and Essie L. C[illegible]llins denied 106.1 mhz, 25 kw, HAAT: 1,380 ft. Address: [illegible]35 Fremont Ave., P.O. Box 790, Burney 94022. (BPH-790604AB). Action April 8.

- Quincy, Calif.—Plumas Wireless Inc. granted 101.9 mhz, 1.7 kw, HAAT: 2,550 ft. Address: 75 Court Street, Quincy 95971. Principals: Kathryn S. Caldwell and husband, David E. (100% jointly). Caldwells own KBLF(AM)-KSNR(FM) Red Bluff, Calif. (BPH-810925AT). Action April 8.

- Quincy, Calif.—Ralph Edward Wittick dismissed application for 101.9 mhz, 820 w; HAAT: 2,605 ft. Address: 173 Lawrence Street, Quincy 95971. Principal: Ralph E. Wittick (100%), who is general manager and owner of KPCO(AM) Quincy. (BPH-810416AF). Action April 8.

- Pagosa Springs, Colo.—Returned application for 106.3 mhz, 3 kw; HAAT: minus 21.75 ft. (BPH-821223AB). Action April 19.

- Alachua, Fla.—Alachua Broadcasting denied application for 104.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 14286, Gainesville, Fla. 32604. (BPH-10269). Action April 15.

- Blakely, Ga.—Northeast Florida Radio Inc. dismissed application for 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 707 Dade Street. Fernandina Beach, Fla. 32034. (BPH-821207AA). Action April 29.

- Woodward, Fla.—Granted 102.3 mhz, 3 kw; HAAT: 272 ft. (BPH-810831AD). Action April 29.

- Blakely, Ga.—Granted 93.5 mhz, 3 kw; HAAT: 300 ft. (BPH-820722AG). Action April 29.

- St. Marys-Kingsland, Ga.—Radio Charlton Inc. dismissed application for 93.5 mhz, 3 kw; HAAT: 300 ft. Address: 203 W. Main Street, Folkston, Ga. 31537. (BPH-790328AD). Action March 24.

- Belzoni, Miss.—Mitchell Broadcasting Co. returned application for 107.1 mhz, 3 kw; HAAT: 300 ft. Address: 300 Sycamore Lane, Franklin, Tenn. 37064-0300. (BPH-830325AA). Action April 29.

- East Hampton, N.Y.—East Hampton Communications Co. returned application for 96.7 mhz, 3 kw; HAAT: 200 ft. (BPH-830413AF). Action April 28.

- Woodward, Okla.—Mark R. Norman dismissed application for 102.3 mhz, 3 kw; HAAT: 291 ft. Address: 4508 55th Street, Lubbock, Tex. 79414. (BPH-820401AF). Action April 29.

- Lancaster, Pa.—Returned application for 91.1 mhz, 1 kw; HAAT: 97.9 ft. (BPED-830110AE). Action April 29.

- Malakoff, Tex.—Cedar Creek Radio Co. granted 95.9 mhz, 3 kw; HAAT: 300 ft. Address: P.O. Box 1062 Malakoff 75148. Principals: Edd L. Routt and wife, Norma Lee (35% each), their son, Edd Jr. (25%) and Kendall A. Minter (5%). Edd Routt is sales representative with Silver Spring, Md., communications research firm. Norma Lee is former Dallas insurance company office manager. Edd Jr. is office manager for Little Rock, Ark., ventilation systems company. Minter is New York attorney. They have no other broadcast interests. (BPH-800710AF). Action April 27.

- Malakoff, Tex.—Henderson County Radio dismissed application for 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 573, Athens, Tex. 75771. (BPH-801003AA). Action April 27.

TV actions

- Bloomington, Ind.—Local Majority Television dismissed application for ch. 63; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 457.7 ft. (BPCT-830121KE). Action May 2.

- Wichita, Kan.—Local Majority Television denied application for ch. 33; ERP: 2,000 kw vis., 200 kw aur.; HAAT: 256.8 ft. (BPCT-830121KF). Action May 2.

- St. Joseph, Mo.—Stanley G. Emert Jr. dismissed application for ch. 16; ERP: 1,000 kw vis., 100 kw aur., HAAT: 265 ft.; ant. height above ground: 164 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. (BPCT-830117KE). Action May 4.

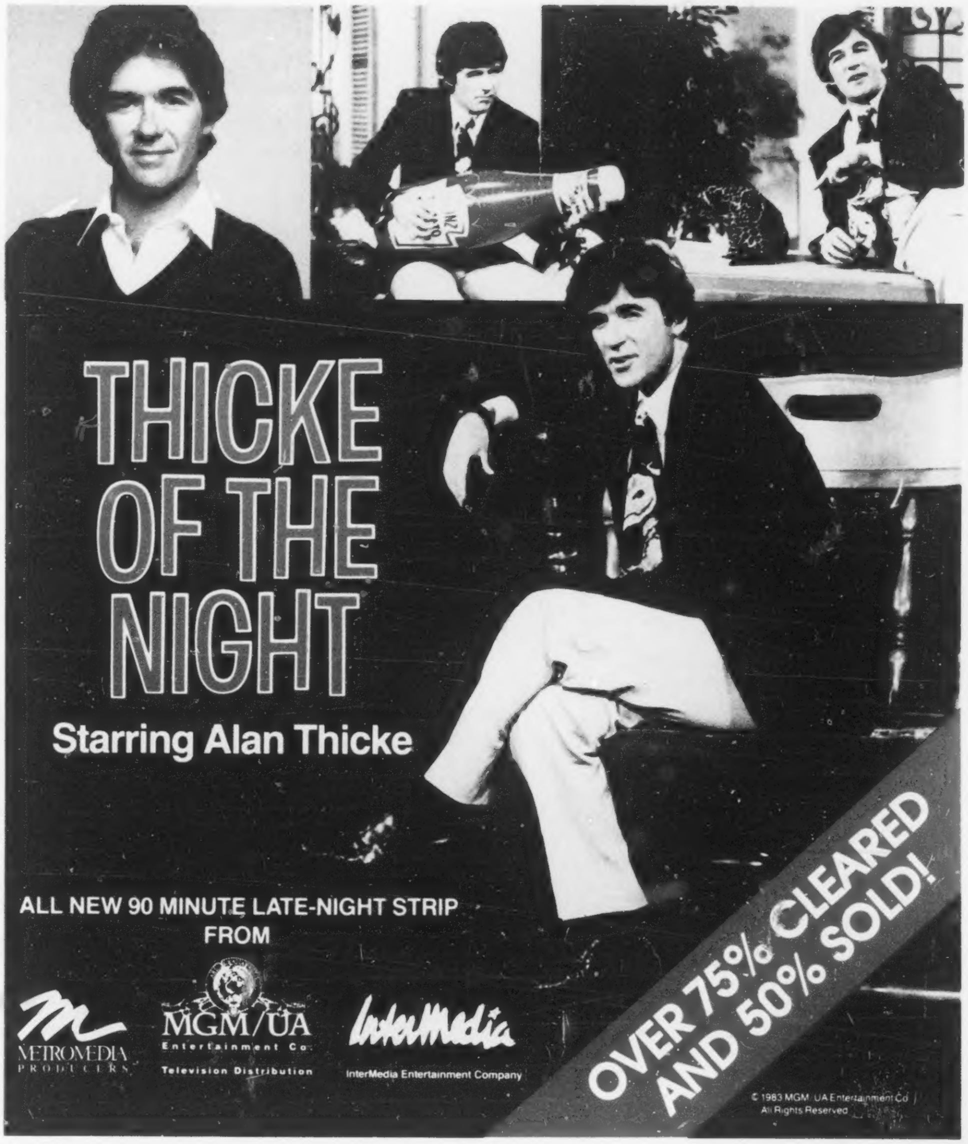
- Toledo, Ohio—Toledo Telecasting Inc. granted ch. 36; ERP: 2,056 kw vis., 206 kw aur., HAAT: 1,416 ft.; ant. height above ground: 1,435 ft. Address: 3150 Republic Boulevard, Toledo 43615. Principals: William C. Mitchell (35%) and Securities Inc. (25%), Arthur Dorfner (25%), Pamela Arnos (10%) and Barbara Glowacki (5%). Securities Inc. is Toledo venture capital firm principally owned by Pamela Arnos's father, Richard D. Arnos. Dorfner is former president of WDHO(TV) Toledo. Mitchell is Toledo land developer. None has other broadcast interests. Action March 11.

- Caguas, P.R.—Community Television of Caguas granted ch. 58; ERP: 55 kw vis., 5.5 kw aur., HAAT: 1,078 ft.

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 30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52d Year 1983

Deregulation back on track in House □ FM, MDS expansionism □ The first May sweeps

Vol. 104 No. 22

Broadcasting May 30

FCC expands FM and MDS allocations □ Broadcast deregulation process begins; Swift's quantification measure keys compromise □ NBC sweeps □ CBS affiliates celebrate

MARKETPLACE MANIA □ Most proposals in FCC docket 80-90 are passed by commission, which could add up to 1,000 stations to FM pool. **PAGE 31.**

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New trial sought by Multimedia in Donahue case

Producer says $5.9-million award to woman whose son was kidnapped by father was result of 'prejudice'; claims talk show host acted in accord with journalistic standards

The producer of *Donahue* is seeking a new trial of the charges that Phil Donahue was guilty of violating "the parent-child relationship" and of "outrageous conduct" when he kept a commitment to a guest on two of his programs instead of helping a mother recover her abducted child. A U.S. district court jury in Denver two weeks ago concluded that the conduct merited payment of damages to the mother of $5.9 million—an amount that attorneys for the producer, in requesting a new trial, said "is excessive and clearly the result of passion and prejudice."

The attorneys for Multimedia Program Productions Inc., Thomas B. Kelley and Frank R. Kennedy, also argue that the court had excluded evidence concerning journalistic standards that was relevent to issues in the case. They said "eminently qualified experts" had been prepared to testify that Donahue had acted in accord with journalistic standards that had been developed "in the public interest."

The request for a new trial was filed with the court in Denver on Monday, less than a week after the 6-year-old boy in the case was recovered, in Tulsa, Okla., and returned to his mother, Willow Lynne Cramlet, who lives in Arvada, Colo. (BROADCASTING, May 23). That development was cited as "newly discovered evidence" warranting a new trial as well, in another motion, as a reason for relief from the judgment.

The case grows out of a piece Donahue did, in two segments, for the *Today* show, in April 1980, on parents who kidnap their children. Wayne R. Anderson appeared in the segments to discuss the reasons he had abducted his son, Eland, then 3, who had been living with his mother, from whom Anderson was divorced.

Anderson, who was being sought by authorities on charges of violating the custody award to the mother, had contacted Donahue's staff and offered to participate in the program on the condition he appear in disguise and under an assumed name. Anderson also asked that someone take care of his boy, with whom he would be traveling, during the taping. Donahue agreed to the terms; his secretary took care of the boy, at Donahue's office at WGN-TV Chicago, while the father was being interviewed across town, at the NBC studios.

Despite the disguise, Cramlet recognized her ex-husband and notified authorities in Colorado, who called Donahue to ask for assistance in finding Anderson. Donahue staff members said they did not know his whereabouts—he had dealt with them by telephone or through his mother. When Cramlet called, they said all information regarding guests was confidential.

Her response was to bring a suit that resulted in two trials. In the first, her principal allegations were that Donahue had not cooperated with the Colorado authorities. That trial ended in a hung jury—according to one unconfirmed report, the six-member jury divided, 5-1, in favor of Donahue. In the second trial, she contended that Donahue's failure to turn the boy over to authorities when he was in his custody—instead of returning

Ratings Roundup

Repeats, specials and repeated specials dominated the TV networks' prime time schedules for the week ended May 22, and ABC again came out ahead in the Nielsen numbers, averaging a 15.4 rating/26.3 share to CBS's 14.9/25.7 and NBC's 13.6/23.3. CBS won Thursday, Friday and Sunday nights, while NBC took Monday and Tuesday and ABC took Wednesday and Saturday.

A two-hour special, *Motown 25 Years*, did the trick for NBC on Monday night scoring 22.8/35 and winning first place for the week. President Reagan's news conference Tuesday night sent all three networks into overtime, lapping into affiliates' late news periods; CBS's repeat of its once-controversial *Playing for Time*, which ran to 11:38 p.m. NYT, managed only a 12.6/21, leaving CBS in third place for the night, which NBC won primarily with repeats of *A Team* (18.8/30) and *Remington Steele* (15.9/25). Wednesday had two-hour specials head to head on ABC and CBS, with ABC's *Travis McGee*, outpointing CBS's, *Country Comes Home*, by 17.3/28 to 15.2/25.

Thursday night had an *I Love TV Test* special on ABC (13.6/24), but repeats of *Magnum P.I.* (19.2/32) and *Simon and Simon* (14.7/26) took the night for CBS while repeats of NBC's regular schedule took second place by a tenth of a rating point over ABC. Friday was the lowest rated night of the week—CBS winning with a12.4/22.6 to NBC's 12.3/22.5 and ABC's 12/21.8.

The First 20

1.	*Motown 25 Years*	NBC	22.8/35
2.	*Alice*	CBS	21.0/33
3.	*Hollywood's Private Home Movies*	ABC	20.7/36
4.	*Magnum, P.I.*	CBS	19.2/32
5.	*Love Boat*	ABC	19.1/35
6.	*A Team*	NBC	18.8/30
7.	*60 Minutes*	CBS	18.5/37
8.	*Jeffersons*	CBS	18.4/30
9.	*Trapper John, M.D.*	CBS	18.2/32
10.	*Hart to Hart*	ABC	17.4/30
11.	*ABC Movie Special*—"Travis McGee"	ABC	17.3/28
12.	*9 to 5*	ABC	17.1/27
13.	*Parade of Stars*	ABC	16.8/28
14.	*Charlie Brown Special*	CBS	16.7/27
15.	*One Day at a Time*	CBS	16.5/25
16.	*Three's Company*	ABC	16.4/26
17.	*Hill Street Blues*	NBC	16.3/28
18.	*ABC Monday Night Movie*—"Death on the Nile"	ABC	16.0/25
19.	*Remington Steele*	NBC	15.9/25
20.	*Knight Rider*	NBC	15.8/27

The Final Five

58.	*New Odd Couple*	ABC	9.2/18
59.	*At Ease*	ABC	8.5/16
60.	*Teachers Only*	NBC	7.7/14
61.	*Small World*	NBC	6.4/13
62.	*Monitor*	NBC	5.8/11

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continued from page 72

- WOKG (1570 khz) Warren, Ohio—Seeks CP to change frequency to 830 kw; change power to 5 kw and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 12.

Accepted

- WSHN (1550 khz) Fremont, Mich.—Seeks CP to make change in antenna system and to increase height. Ann. May 11.
- WECP (1080 khz) Carthage, Miss.—Seeks CP to make changes in antenna system. Ann. May 11.
- WNYC (830 khz) New York—Seeks modification of license to change SL and to operate transmission by R.C. from proposed S.L. Ann. May 18.
- KYJC (1380 khz) Medford, Ore.—Seeks MP (BP-781011AA) to make changes in nighttime standard radiation pattern. Ann. May 12.
- WNAM (1280 khz) Neenah-Menasha, Wis.—Seeks MP (BP-810225AN, as mod.) to increase RMS of nighttime pattern. Ann. May 11.

FM applications

Tendered

- KEZQ (100.3 mhz) Jacksonville, Ark.—Seeks CP to change HAAT to 504 ft. Major environmental action under section 1.1305. Ann. May 9.
- KWSB-FM (91.1 mhz) Gunnison, Colo.—Seeks CP to change frequency to 91.1 mhz., change TL; change ERP to 1340 w and make changes in ant. sys. Ann. May 2.
- WFUZ (93.7 mhz) Ocala, Fla.—Seeks CP to change HAAT to 540 ft. Major environmental action under section 1.1305. Ann. May 19.
- WWGC (90.7 mhz) Carrollton, Ga.—Seeks CP to change TL.; chage ERP to 500 w; change HAAT to 494 ft. and make changes in ant. sys. Ann. May. 16.
- WRVG-FM (89.9 mhz) Georgetown, Ky.—Seeks to change frequency to 89.9 mhz. Ann. May 16.
- *WSCC-FM (92.1 mhz) Somerset, Ky.—Seeks CP to change frequency to 92.1 mhz. Ann. May 10.
- WEGS (95.3 mhz) Gaylord, Mich.—Seeks modification of CP (BPH-821102AA) to change TL; change HAAT to 325 ft., and make changes in ant. sys. Ann. May 9.
- WMGM (103.7 mhz) Atlantic City, N:J.—Seeks CP to change ERP to 50 kw and change HAAT to 347 ft. Ann. May 2.
- WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Seeks CP to change ERP to 50 kw and make changes in ant. sys. Ann. May 16.
- KIPR-FM (95.5 mhz) Diboli, Tex.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 521.93 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 16.

Accepted

- KUUZ (95.9 mhz) Lake Village, Ark.—Seeks waiver of section 7391201 (B)(2) of rules to identify as "Greenville, Miss." Ann. May 12.
- KEWB (94.3 mhz) Anderson, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Kewb Anderson-Redding." Ann. May 12.
- KGBA-FM (100.1 mhz) Holtville, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Holtville-EL Centro, Calif." Ann. May 4.
- KOKQ (95.1 mhz) Oakdale, Calif.—Seeks CP to decrease ERP to to 32.3 kw; increase HAAT to 620.1 ft. Ann. May 4.
- KSHA (104.3 mhz) Redding, Calif.—Seeks CP to make changes in antenna system and increase ERP to 100 kw. Ann. May 2.
- KVRE-FM (101.7 mhz) Santa Rosa, Calif.—Seeks CP to make changes in antenna system; decrease ERP to 3 kw; decrease HAAT to 300 ft., and change TL. Ann. May 11.
- KJAX (99.3 mhz) Stockton, Calif.—Seeks CP to make changes in antenna system; increase ERP to 2.63 kw, and increase HAAT to 331 ft. Ann. May 13.
- WMKM (105.5 mhz) St. Augustine, Fla.—Seeks CP to make changes in antenna system; decrease ERP to 2 kw and increase HAAT to 378 ft. Ann. May 12.
- WSBI-FM (100.7 mhz) Brunswick, Ga.—Seeks waiver of section 73.1301 (b)(2) of rules to identify as "Brunswick-St. Simons Island, Ga." Ann. May 2.
- WWLT (106.7 mhz) Gainesville, Ga.—Seeks waiver o section 73.1201 (B)(2) of rules to identify as "Gainesville-North Atlanta. Ann. May 5.
- KABI-FM (98.3 mhz) Abilene, Kan.—Seeks CP to make changes in ant. sys.; change frequency to 98.5; change TL; increase ERP to 100 kw; increase HAAT to 443 ft., new coordinates. Ann. May 18.
- WSHN-FM (100.1 mhz) Fremont, Mich.—Seeks CP to make changes in antenna system; decrease ERP to 2 kw, and increase HAAT to 355 ft. Ann. May 13.
- KOOZ (106.3 mhz) Great Falls, Mont.—Seeks CP to make changes in antenna system; change frequency to 106.1 mhz, and increase ERP to 30 kw. Ann. May 13.
- WDHA-FM (105.5 mhz) Dover, N.J.—Seeks CP to make changes in antenna system; decrease ERP to .8 kw, and increase HAAT to 1,168 ft. Ann. May 11.
- WCMF (96.5 mhz) Rochester, N.Y.—Seeks CP to make changes in ant. sys. and increase ERP to 50 kw. Ann. May 16.
- WUUU (102.5 mhz) Rome, N.Y.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Rome-Utica." Ann. May 5.
- KIZZ (93.7 mhz) Minot, N.D.—Seeks CP to make changes in ant. sys.; increase ERP to 98 kw and decrease HAAT to 565 ft. Ann. May 20.
- WSEG (102.3 mhz) Erie, Pa.—Seeks CP to make changes in ant. sys.; change TL. Ann. May 18.

WANB-FM (103.1 mhz) Waynesburg, Pa.—Seeks CP to make changes in antenna system and install new antenna. Ann. May 10.

- WASL (100.1 mhz) Dyersburg, Tenn.—Seeks CP to make changes in antenna system and increase ERP to 3 kw. Ann. May 12.
- KLOZ (102.1 mhz) El Paso, Tex.—Seeks CP to make changes in antenna system; change TPO; increase ERP to 100 kw, and increase HAAT to 1,190 ft. Ann. May 4.
- KRLY (93.7 mhz) Houston—Seeks CP to make changes in ant. sys.; increase HAAT to 1,779 ft. and new coordinates. Ann. May 17.
- KISS (99.5 mhz) San Antonio, Tex.—Seeks CP to make changes in ant. sys.; change TL; decrease ERP to 97 kw; decrease HAAT to 1,480 ft., new coordinates. Ann. May 18.
- ■ KPCQ-FM (92.9 mhz) Powell, Wyo.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Powell-Cody." Ann. May 12.

TV applications

Tendered

- KHBS (ch. 40) Fort Smith, Ark.—Seeks CP to change ERP to 3,160 kw vis., 316 kw aur.; change HAAT to 2,000 ft., and change TL. Ann. May 12.
- KHAI-TV (ch. 20) Honolulu—Seeks amendment to change ERP to 538 kw vis., 53.8 kw aur., change HAAT to minus 150 ft.; change TL. Received May 19.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses

- WKMJ-TV (ch. 68) Louisville, Ky.—Seeks CP to replace ant. sys. Ann May 18.
- *KOAP-TV (ch. 10) Portland, Ore.—Seeks MP to change ERP to 316 kw vis., 3.16 aur.; change HAAT to 1,740 ft.; change TL and change ant. sys. Ann. May 20.
- WERF (ch. 56) Scranton, Pa.—Seeks MP (BPCT-801121KL) to change ERP to 3,653 kw vis., 365.3 kw aur.; change HAAT to 1,627 ft. and change TL. Ann. May 12.
- WCCT-TV (ch. 57) Columbia, S.C.—Seeks CP to change ERP to 637 kw vis., 63.7 kw aur.; change HAAT to 582 ft. and change direction to nondirectional ant. sys. Ann. May 18.

Accepted

- KTVJ (ch. 14) Boulder, Colo.—Seeks MP (BPCT-790130KS) to change ERP to 5,000 kw vis., 500 kw aur.; change TL. and change HAAT to 996 ft. Ann. May 10.
- *WLAE-TV (ch. 32) New Orleans, La.—Seeks MP (BPCT-810710KG, as mod.) to change ERP to 2,290 kw vis., 229 kw aur. and change TL. Ann. May 10.
- KVNJ-TV (ch. 15) Fargo, N.D.—Seeks MP (BPCT-811125KK, as mod.) to request dual city identification as "Fargo-Moorhead," N.D. Ann. May 12.
- KBVO-TV (ch. 42) Austin, Tex.—Seeks MP (BPCT-791025KF) to change ERP to 2,510 kw vis. and 251 kw aur. and correct geographic coordination and site elevation and change HAAT to 1,290 ft. Ann. May 5.
- WCIX-TV (ch. 6) Miami—Seeks CP to change HAAT to 1,802 ft. Ann. May 16.
- WQTV (ch. 68) Boston—Seeks CP to change ERP to 1,337 kw vis., 200 kw aur., and change HAAT to 773 ft. Ann. May 17.

AM actions

- KYDE (1590 khz) Pine Bluff, Ark.—Granted CP to change hours of operation to unlimited by adding night power with 5 kw; increase day power to 5 kw; install DA-N, and make changes in ant. sys. Major environmental action under section 1.1305. Action April 22.
- KFMB (760 khz) San Diego—Returned CP to increase day and nighttime power to 50 kw, and install DA-N. Action April 29.
- KDKO (1510 khz) Littleton, Colo.—Granted MP (BP820802AM) to change TL. Action April 20.
- WORL (1270 khz) Eatonville, Fla.—Granted application to change SL; change hours of operation to unlimited by adding nighttime service with 5 kw DA-N and make changes in ant. sys. Major environmental action under conditions. Action April 5.
- WWBC (1510 khz) Rockledge, Fla.—Granted CP to change hours of operation to nighttime service with 500 w, DA-2; increase daytime power to 5 kw, and change city of license to Rockledge, Fla. Action April 25.
- WJNO (1230 khz) West Palm Beach, Fla.—Denied CP to change city of license to Palm Beach, Fla.; change frequency to 1040 khz; increase day power to 10 kw and night power to 1 kw; install DA-N, and change TL. Major environmental action under section 1.1305. Action May 5.
- WAEC (860 khz) Atlanta—Granted CP to increase power to 5 kw. Action May 16.
- WPPI (1330 khz) Carrollton, Ga.—Dismissed application for CP to change frequency to 1100 khz and change power to 1 kw; requesting facilities of WLBB(AM) Carrollton. Action April 24.
- WDGR (1520 khz) Dahlonega, Ga.—Granted CP to change frequency to 1210 khz and increase power to 10 kw/2.5 kw (CH) and make changes in ant. sys. Action April 19.
- WIZY (1560 khz) Gordon, Ga.—Granted CP to change frequency to 1120 khz and change to non-DA. Action April 27.
- WLTH (1370 khz) Gary, Ind.—Granted modification of CP (BP-20466, as mod.) to make changes in TL (nighttime site only). Action April 20.
- KLNI (1380 khz) Pearl City, Hawaii—Granted modification of CP (BP-790330AA) to change TL. Action May 6.
- KADR (1400 khz) Elkader, Iowa—Granted MP (BP-820628BA) to change SL; and request waiver of section 73.1125. Action April 21.
- KIXL (970 khz) Austin, Tex.—Granted CP to change city of license to Del-Valle, Tex.; change hours of operation to unlimited by adding night service with 1 kw; install DA-2, and make changes in ant. sys. Major environmental action under section 1.1305. Action April 22.
- WOMT (1240 khz) Manitowoc, Wis.—Dismissed CP to make changes in ant. sys. and to change TL. Action April 20.

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Vol. 104 No. 23

Broadcasting Jun 6

High-definition television colors Montreux landscape □ May sweeps analysis □ Cable system trading □ NCTA packs its bags for Houston

ROLLERCOASTER RIDE □ NBC is hoping that momentum of May sweeps will carry into fall schedule. **PAGE 35.**

GROUP EVALUATION □ Large station group owners plan to meet this week in Washington, to discuss their problems with the NAB. **PAGE 36.**

ALPINE HDTV □ High-definition television makes an impressive showing at the international television symposium in Montreux, Switzerland. Some problems on standards and in-home screens remain. **PAGE 37.**

NO WOMAN'S LAND □ New State Department chief for international telecommunications, Diana Lady Dougan, is at the center of political crossfire between Capitol Hill and the White House on who should set the country's international communications policy. **PAGE 40.**

WITNESS RATHER □ Verdict is expected this week in slander trial featuring Los Angeles doctor and *60 Minutes* segment. **PAGE 41.**

FIXED DBS □ FCC gives go-ahead to direct satellite broadcasters to operate in the K-band. **PAGE 42.**

CABLE CONFAB □ The National Cable Television Association prepares for its annual convention with Goldwater, Wirth and Fowler scheduled to speak. The big news may be made in Washington and not Houston, however, with the Senate scheduled to vote on cable deregulation. **PAGE 49.** A daily agenda appears on **PAGE 50.** A list of exhibitors begins on **PAGE 58.**

ROAD HEARING □ House legislation to put repeal of financial interest rules on hold for five years receives airing in Hollywood, with Wirth, Waxman and Leland on hand. **PAGE 75.**

ANOTHER TURN □ Turner Broadcasting takes issue with commenters who defend retention of must carry rules. **PAGE 78.**

NTIA SHIFT □ National Telecommunications and Information Administration may shift to new Reagan department of International Trade and Industry. **PAGE 79.**

AGE-OLD SCUFFLE □ A Rogers cable system and local Bell operating company in Portland, Ore., are in a fight over pole access. **PAGE 80.**

STRATEGIC BUYING □ Sales of cable systems total $433 million last year, with more emphasis on clustering of systems over far-flung purchases. **PAGE 83.**

SALES SLOWDOWN □ CBS looks to cut $60 million (about 400 jobs) from its budget to meet declining sales expectations. **PAGE 86.**

HOLLYWOOD NEGOTIATIONS □ SAG and AFTRA begin meetings with networks on new contract. **PAGE 90.**

CAPITOL AAF □ American Advertising Federation opens annual convention in Washington next week with Vice President Bush scheduled to keynote. **PAGE 92.**

LISTEN TO THE MUSIC □ Bonneville Broadcasting System's John Patton has brought that programing syndication firm into the satellite-dominated communications world of the eighties. **PAGE 111.**

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Networks, actors to negotiate

SAG, AFTRA and producers working on new three-year pact; both sides optimistic that strike can be averted

Negotiators for the three television networks and the Screen Actors Guild and the American Federation of Television and Radio Artists open their first discussions in Los Angeles tomorrow (June 7) on a new three-year contract to replace one that expires on June 30.

The mood seems more conciliatory and low-keyed than it was in the summer of 1980 when a 10-week strike shut down production at Hollywood studios over the key issue of payment for programing sold to the pay television and home video markets. In mid-May the unions submitted their new contract demands and management offered counterproposals. The emphasis by labor is on improvements in the old contract rather than on breaking new ground.

The negotiations are being conducted for the industry by the television networks and the Alliance of Motion Picture and Television Producers (AMPTP), which represents major and independent producers. In their initial demands, the unions asked for a 33% increase in minimum compensation rates and improvements in pension and welfare contributions. In the sensitive area of product made for pay television, SAG and AFTRA asked that performer compensation be boosted from the present 4.5% to 6% of the worldwide distributor's gross.

Another union proposal centered on parity between the SAG and AFTRA contracts since the two organizations are taking steps to merge. Changes include raising SAG pension and welfare ceilings and adjusting AFTRA provisions on overtime pay, work span and other conditions to match terms of both contracts.

Other issues the unions consider critical are affirmative action and safety. The unions are asking the industry to help create a joint select committee to deal with the qualifications for performing stunt work and coordinating stunts. In the affirmative action area, the unions are calling upon the industry to "break its traditional hiring practices" by increasing employment for the disabled and members of ethnic minority groups.

The unions also are seeking increases in payment to performers for re-runs in network prime time and for foreign use of programing.

Management's proposals did not touch upon compensation issues. The industry asked for modifications in rules applying to working conditions and asked for clearer provisions dealing with "excerpting," referring to the use of filmed scenes in program promotion or old scenes used in a new program.

The negotiations center primarily on prime time programs. For AFTRA, they are restricted to prime time dramatic programs. For SAG, the discussions cover the entire spectrum, but AFTRA agreements apply to the overwhelming proportion of daytime offerings. A separate agreement between AFTRA and the TV networks for daytime and other areas has been negotiated and now awaits ratification by union members.

The prospects for labor peace between the unions and the TV networks appear bright this summer. Management sources indicated that the union appears to be "low-keyed" and "moderate" in its approach, but added there are still serious issues to be resolved. One network executive noted that Ed Asner, president of SAG, struck a conciliatory tone during his remarks at the opening of the negotiations last month. He quoted Asner as saying that the well-being of the performer is tied to the health of the industry. In a message to members shortly thereafter, Asner said "our proposals reflect what we truly believe to be moderate and uninflammatory goals," He added the union is seeking improvements in the contract "with the hope of making the lives of our members a little bit better, while still allowing the producers to turn a profit." ☐

ABC sets summer replacements

Network will experiment with five prime time fill-ins

ABC-TV has scheduled five new prime time series for limited runs this summer. ABC Entertainment President Anthony Thomopoulos said the move is meant not only to test new concepts but also "to challenge the increased competition for network viewers during the summer."

The ½ Hour Comedy Hour, a variety program from Chris Bearde Productions/Greif/Dore Co. in association with the Dick Clark Co., will begin airing Tuesday, July 5, from 8 to 8:30 p.m. Each episode features a guest comedian, according to ABC, plus a regular cast including John Moschitta, Barry Diamond, Vic Dunlop, Jan Hooks, Rod Hall and his puppet Emu, Peter Isackson, Victoria Jackson and John Faragon.

On Wednesday, July 27, *The Hamptons* will premiere from 9 to 10 p.m. Produced by Gloria Monty Productions in association with Comworld Productions, it centers on two wealthy families and their weekend retreat on Long Island and stars Michael Goodwin, Leigh Taylor-Young, Bibi Besch and John Riley.

Eye on Hollywood, a half-hour produced by ABC-owned-and-operated KABC-TV Los Angeles, will offer information about fash-

Ratings Roundup

For the second time in the last month, NBC-TV led the other two networks in the weekly prime time ratings race, averaging a 14.8 rating/26 share for the week ending Sunday, May 29, and finishing one rating and one share point ahead of CBS-TV (13.8/25) and two rating points ahead of ABC-TV (12.8/23). NBC captured Monday, Tuesday, Thursday and Friday while CBS took Wednesday and Sunday and ABC won Saturday.

According to A.C. Nielsen's National Television Index, NBC's momentum began with a three-hour *Happy Birthday Tribute to Bob Hope* (23.9/38), which overpowered CBS's Monday-night series lineup (14/22.6), consisting mainly of rerun series and ABC's rerun of the made-for-TV movie, *Jacqueline Bouvier Kennedy* (11.5/18). On Tuesday, a rerun of the Clint Eastwood movie, "The Enforcer" (17.6/29), preceded by a rerun episode of *A Team* (17.7/32) gave NBC an average 3.3 point lead over second-ranked CBS, which averaged 14.3/23.8 for a special, *Movie Blockbusters of All Times* (11.8/21) and the movie, *Cradle Will Fall* (15.5/25). ABC averaged 13.8/22.9 on Tuesday with a series lineup heavy on rerun episodes.

The First 20

1.	*Bob Hope Special*	NBC	23.9/38
2	*60 Minutes*	CBS	18.9/39
3	*Magnum, P.I.*	CBS	18.8/35
4	*Alice*	CBS	18.8/33
5.	*Hill Street Blues*	NBC	18.8/33
6.	*Jeffersons*	CBS	18.3/33
7.	*A Team*	NBC	17.7/32
8	*NBC Movie of the Week*—"The Enforcer"	NBC	17.6/29
9	*Cheers*	NBC	17.4/29
10.	*Three's Company*	ABC	17.3/28
11	*Trapper John, M.D.*	CBS	17.0/30
12.	*NBC Movie of the Week*—"Sound of Music"	NBC	16.5/30
13	*20/20*	ABC	16.3/29
14.	*One Day At A Time*	CBS	15.8/24
15.	*CBS Tuesday Night Movie—"The Cradle Will Fall"*	CBS	15.5/25
16	*9 To 5*	ABC	15.4/24
17.	*Fantasy Island*	ABC	15.1/31
18	*M*A*S*H*	CBS	15.1/23
19	*Love Boat*	ABC	14.9/29
20	*Facts of Life*	NBC	14.9/26

The Final Five

59.	*One Night Band*	CBS	7.6/16
60.	*Celebrate America (9:30 p.m.)*	NBC	6.9/13
61.	*Big Bird in China*	NBC	6.4/13
62.	*Celebrate America (10 p.m.)*	NBC	5.9/12
63.	*Celebrate America (10:30 p.m.)*	NBC	5.8/12

Boston. Finley, former president of Sheridan Broadcasting Network, has interest in WOL(AM) Washington. Filed May 23.

■ WOW(AM) Omaha (590 khz, 5 kw-U)—Seeks assignment of license from Meredith Corp. to Omaha Great Empire Broadcasting Inc. for $1.9 million. Seller has also sold, subject to FCC approval KEZO(FM) (see above). Buyer is headed by F. Mike Lynch, president. It owns KYNN-AM-FM Omaha, but will spin off KYNN(AM) to Albimar Omaha Ltd. (see below). It also owns KFDI-AM-FM Wichita, Kan., KWKH(AM)-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield, Mo., and KBRQ-AM-FM Denver. It is also applicant for new AM at Council Bluffs, Iowa. Filed May 23.

■ KYNN(AM) Omaha (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Omaha Great Empire Broadcasting Inc. to Albimar Omaha Ltd. for $500,000. Seller also bought, subject to FCC approval, WOW(AM) Omaha (see above). Buyer also bought, subject to FCC approval, KEZO(FM) Omaha (see above). Filed May 23.

■ WBRL(AM) Berlin, N.H. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from McLaughlin Broadcasting Co. to Metrocomo Inc. for $185,000, including noncompete agreement. Seller is owned by Richard McLaughlin, president. It has no other broadcast interests. Buyer is owned by James A. Moyer, Ted Julian and Roger Wood (18.52% each), David Kershenbaum, Kevin Kennedy, Walter Curley and David Pitcher (11.11% each). Wood is citizen of Great Britain. They have no other broadcast interests. Filed May 20.

■ WWOC(FM) Avalon, N.J. (94.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Avalon Broadcasting Co. from John F. Scarpa and others (80% before; none after) to Larry U. Keene and others (20% before; 100% after). Consideration: $645,300. Principals: Sellers are John F. Scarpa (40%), Fred M. Wood and wife, Dorothy C. (20% each). They have no other broadcast interests. Buyer is owned by Larry U. Keene (who owns other 20%), president (55%); his wife, Carol H. (25%), and Edwin A. Rosenfeld (20%). Rosenfeld is vice president of sales at station. None has other broadcast interests. Filed May 20.

■ WRNB(AM) New Bern, N.C. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WRNB Inc. to We Care Ministries Inc. for $250,000. Seller is subsidiary of Interstate Communications Corp., principally owned by Brent Hill, president (80%). It also owns WAZZ(FM) New Bern, N.C. Buyer is nonprofit organization comprising members of New Bern Assembly of God church, headed by Burl C. Wright, president. It has no other broadcast interests. Filed May 19.

■ KNFB(FM) Nowata, Okla. (94.3 mhz, 3 kw, HAAT: 114 ft.)—Seeks assignment of license from Dwight Carver to Special Services Radio Co. for $250,000. Seller has no other broadcast interests. Buyer is owned by Morris L. Reed (90%) and his father-in-law, Lowell D. Denniston (10%). Reed is former account executive at KKOW(AM) Pittsburg, Kan. Denniston is Wichita, Kan., investor. They have no other broadcast interests. Filed May 24.

■ WRAW(AM) Reading, Pa. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Camelot Communications Inc. from Jeffrey J. Levin (100% before; none after) to City Broadcasting Co. Inc. (none before; 100% after). Consideration: $650,000. Seller has no other broadcast interests. Buyer is owned by Frank A. Franco, who also owns WRFY-FM Reading, Pa. Filed May 9.

■ WBZT(AM) Waynesboro, Pa. (1130 khz, 1 kw-D, DA)—Seeks assignment of license from Tri-State Broadcasting to Raystay Co. for $253,000. Seller is owned by Michael S. Ameigh, who has no other broadcast interests. He bought station from Raystay in 1980 for $350,000 (BROADCASTING, Jan. 28, 1980). Buyer is principally owned by George F. Gardner, president (50.1%). It also owns cable systems in Pennsylvania. Gardner also personally owns cable systems in Pennsylvania and Maryland and is applicant for new FM at Fort Lauderdale, Fla. Filed May 23.

■ KMIO-AM-FM Merkel, Tex. (1500 khz, 250 w-D)—Seeks assignment of license from Big Country Broadcasting Co. to B&D Broadcasting Inc. for $295,000. Seller is equally owned by Ted C. Connell and Gaylon W. Christie. They also own KOOV(FM) Copperas Cove, Tex. Buyer is owned by Raymond E. Ditmore, president (51%), and Bill J. Starks (49%). Ditmore is station manager of KMIO-AM-FM and Starks is program director. Filed May 23.

■ WGH-AM-FM Newport News, Va. (1310 khz, 5 kw-U; FM: 97.3 mhz, 74 kw, HAAT: 400 ft.)—Seeks assignment of license from Hampton Roads Broadcasting Corp. to COMMCOR for $3.2 million. (BROADCASTING, May 30). Seller, based in Norfolk, Va., is subsidiary of The Daily Press Inc.; Willam R. Van Buren Jr. is president and Raymond B. Botton Jr. is chairman. It has no other broadcast interests. Buyer, based in Dayton, Ohio, is headed by Richard J. Minor, chairman. It has no other broadcast interests. Filed May 24.

■ WCEF(FM) Ripley, W. Va. (98.3 mhz, 3 kw, HAAT: 1,140 ft.)—Seeks assignment of license from Randy Jay Communications Corp. to C-98 Communications Inc. for $300,000. Seller is owned by Calvin E. Dailey Jr. He is also 50% owner of WDXY(AM) Sumter, S.C. Buyer is owned by Donald L. Staats, president, Samuel M. Yoho and Edward W. Jacobson (one-third each). They have no other broadcast interests. Filed May 19.

Actions

■ WHMA-TV Anniston, Ala. (ch. 40; 724 kw vis., 93.3 kw aur.; HAAT: 880 ft., ant. height above ground: 243 ft.)—Granted assignment of license from Anniston Broadcasting Co. to Jacksonville State Universtiy Communications Foundation Inc. for $2.9 million. Seller is owned by six stockholders, headed by Malcolm B. Street, president. It also owns WHMA-AM-FM Anniston. Buyer is nonprofit corporation operated by board of directors: Theron E. Montgomery Jr., Charles C. Rower, Jack Hopper and James A. Reaves, who have no other broadcast interests. Foundation is organized to receive and administer funds for scientific, educational and charitable purposes for Jacksonville State University, which owns noncommercial WLJS-FM Jacksonville, Ala. (BALCT-830315KR). Action May 4.

■ KIFW-TV Sitka, Alaska (ch. 13; 199 w vis., 30 w aur., HAAT: minus 782 ft.)—Granted assignment of license from Sitka Broadcasting Co. Inc. to Drs. Dan and Kathie Etulain for $125,000. Seller is owned by Media Inc., headed by E. Roy Paschal, president (74.3%). It also owns KETH(AM) Ketchikan; KJNO(AM) Juneau, and 68% of KANC(AM) Anchorage, all Alaska. It also has interest in CATV outlet in Juneau, Alaska. Buyers are Dan Etulain and wife, Kathie (100% jointly), who have no other broadcast interests. (BALCT-830325KE). Action May 10.

■ WDAT(AM) Ormond Beach, Fla. (1380 khz, 5 kw-D, 2.5 kw-N, DA-2)—Granted assignment of license from Hunter/Knight Datona Inc. to Hale Communications for $393,600. Seller is Richard Y. Clark, court-appointed receiver, who has no other broadcast interests. Buyer is equally owned by Elmer T. Hale, his wife, Emily E. Hale and their son, Thomas E. Hale. Thomas Hale is meteorologist at WCPX-TV Orlando, Fla.; Elmer Hale is international engineering consultant, and Emily Hale is homemaker. None has other broadcast interests. (BAL-830311FV). Action April 29.

■ KMFE(FM) Emmett, Idaho (101.7 mhz, 790 w, HAAT: 500 ft.)—Granted assignment of license from Emme[illegible]ley Broadcasters Inc. to Kadio Broadcasting Inc. for $160,000. Seller is principally owned by Floyd D. Brown and wife, Evelyn, who have no other broadcast interests. Buyer is owned by Fred C. Rathbone (90%) and Steve Sumner and wife, Jorene Sumner (5% each). Steve Sumner owns KKIC(AM) Boise, Idaho. (BALH-830125G7). Action May 18.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ KIGO(AM) St. Anthony, Idaho (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Westcom Inc. to Lynn D. Spencer for $220,000. Seller is owned by Dale Smith, who also owns KSRA AM-FM Salmon, Idaho. Buyer is Lynn Spencer, who is employed by Utah Power & Light Co., and has no other broadcast interests. (BAL-830307FI). Action April 25.

■ WSIL-TV Harrisburg, Ill. and KPOB-TV Poplar Bluff, Mo. (WSIL-TV: ch. 3; 100 kw vis., 20 kw aur., HAAT: 880 ft. Satellite station KPOB-TV: ch. 15: 15.1 kw vis., 1.58 kw aur., HAAT: 620 ft.)—Granted transfer of control of Turner-Farrar Inc. from WSIL Holding Co. Inc. (100% before; none after) to Mel Wheeler Inc. (none before; 100% after). Consideration: $6.6 million. Principals: Seller is principally owned by John Kirby, who has no other broadcast interests. Buyer is owned by Mel Wheeler, who also owns KSRD(FM) Seward, Neb.; KDNT(AM) Denton, Tex.; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNG(FM) Gainesville, Tex. (BTCCT-830325KE,F). Action May 12.

■ WHPO(FM) Hoopeston, Ill. (100.9 mhz, 3 kw; HAAT: 280 ft.)—Dismissed application for assignment of license from Walter J. Tatar Jr. to Southwest Development Co. (BALH-830324HV). Action April 25.

■ KLNT(AM)-KNJY(FM) Clinton, Iowa (1390 khz, 1 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Patten Communications Corp. to Brisco Broadcasting Inc. for $600,000. Seller also owns 100% of WNJY(FM) Riviera Beach, Fla.; WKHM(AM)-WJXQ(FM) Jackson, Mich., and KARR(AM) Vancouver, Wash. Buyer is Tennessee-based corporation owned by Brian Byrnes, president, and Scott Park. Byrnes is former president and general manager of WSMV(TV) Nashville and has no other broadcast interests. (BAL,H-830308FJ,K). Action April 25.

■ KWLA(AM) Many, La. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from KWLA Investments to WLV-TV Inc. for $170,000. Sellers are James G. Bethard and Henry W. Bethard III. James G. Bethard owns KRRP(AM) Coushatta, La. Buyers are Edwin Baldridge, president (75%) and Tedd W. Dumas (25%), who are involved as officers and/or shareholders in 34 cable systems. They own KWLV(FM) Many, La., and are applicants for new AM which will be withdrawn upon result of sale of KWLA. (BAL-830304FH). Action April 25.

■ KABG(FM) Cambridge, Minn. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Isanti Broadcasting Co. to Intercontinental Communications Corp. for $330,000. Seller is owned by Steward Dahl, president, who has no other broadcast interests. Buyer is principally owned by Richard L. Hencley, president, who is senior vice president of Shoreview, Minn.-based electronics company and owns WHTL-FM Whitehall, Wis. (BALH-830302HP). Action April 25.

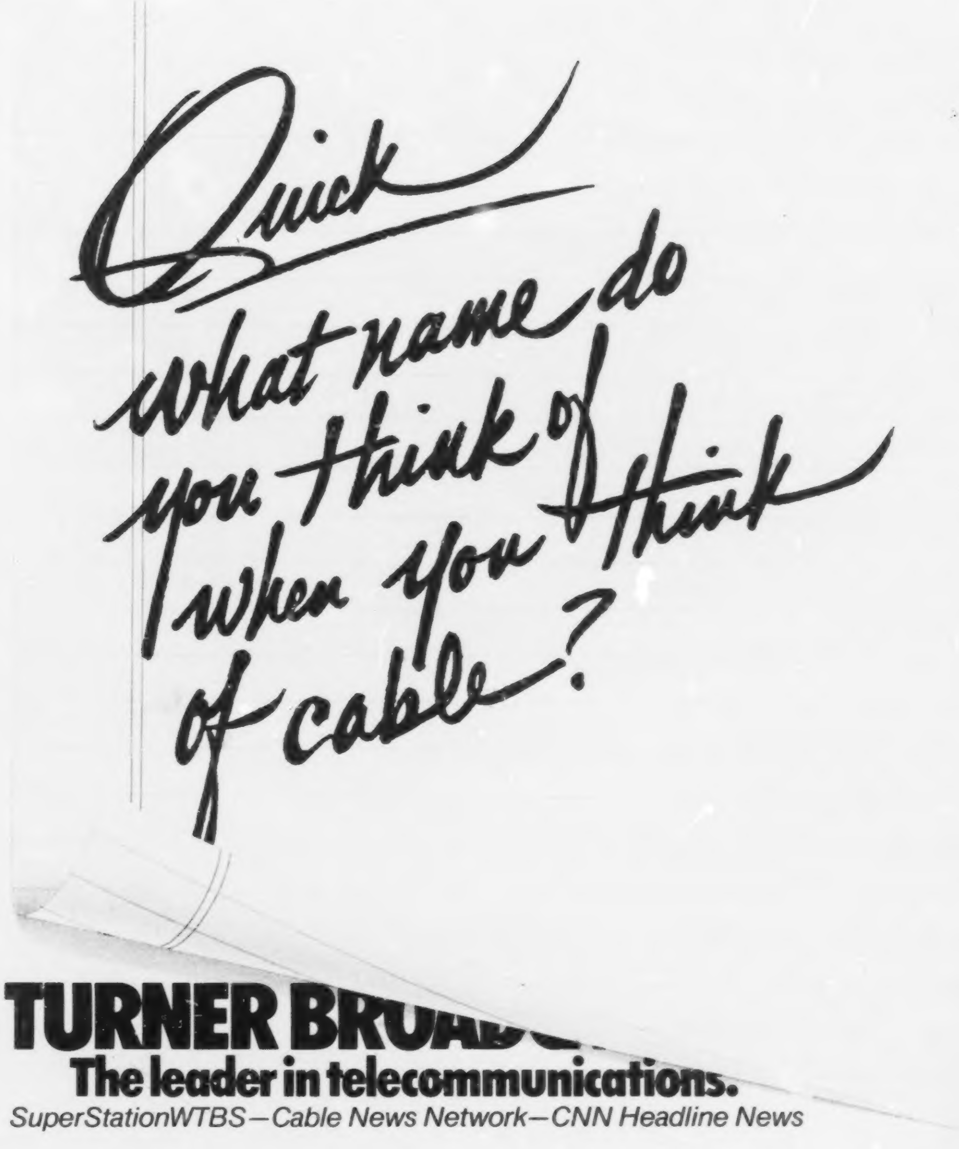
■ KDJS(AM) Willmar, Minn. (1590 khz, 1 kw-D)—Granted transfer of control from Kandi Broadcasting Inc. (75% before; none after) to Perry W. Kugler and Janet I. Kugler (25% before; 100% after). Consideration: $135,000, plus noncompete agreement of approximately $27,000. Sellers are Gerald Barber and wife, Marjorie (25% jointly); Neil Nemmers and wife, Karen (25% jointly) and Dennis Stramer and wife, Sheryl (25% jointly). Gerald Barber and Dennis Stramer are part owners of KDAK(AM) Carrington, N.D., and are applicants for new FM there; Sherryl Stramer and Neil Nemmers are part owners of KNSP(AM) Staples, Minn. Buyers are Perry W. Kugler and wife, Janet. Perry Kugler is part owner of KDAK(AM) Carrington, N.D., and is applicant for new FM there. Janet Kugler is part owner of KNSP(AM) Staples, Minn. (BTC-830317EO). Action May 12.

■ KFTN(AM)-KTMP(FM) Provo-Spanish Fork, Utah (1400 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, 200 w; HAAT: 920 ft.)—Granted assignment of license from Mountain States Broadcasting Corp. to Polo Broadcasting Corp. for $1.2 million. Seller is principally owned by Dan Lacy and wife, Caren, who also owns KIQX(FM) Durango, Colo. Buyer is owned by Peter Scheurmier, president (20%), David Forier (49%) and others. Scheurmier is British citizen who owns broadcast consulting firm, and Forier is former director of sales at KHJ(AM) Los Angeles. Neither has other broadcast interests. (BAPL,H-830324EV,W). Action May 12.

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 13


Quick
what name do
you think of
when you think
of cable?

TURNER BROAD

The leader in telecommunications.

SuperStationWTBS—Cable News Network—CNN Headline News

52d Year 1983

Realistic is the word for cable industry as NCTA convenes in Houston

Vol. 104 No. 24

Broadcasting Jun13

NCTA's stars shine in Houston □ Focus on Warner Amex □ 'Summer of discontent' for the NAB boards □ Radio Marti musters steam with committee approval

MARKETING CHALLENGE □ Cable industry meets in Houston with regulatory eye on Washington where Senate is to vote on S.66 and operational eye on how to gain subscribers and make large franchises profitable. **PAGE 35.**

SUMMER HOT SEAT □ NAB board meets in Washington with bevy of problems, including deregulation situation, fallout from TV trends study and formation of group owner caucus. **PAGE 37.**

COME TOGETHER □ Group owners, dissatisfied with their voice in Washington, form caucus to represent them in capital. **PAGE 39.**

EXHIBITOR DISCONTENT □ NATPE International takes steps to stem dissent caused by shortening of 1984 convention by one day, and moves to complete shift to exhibit hall format. **PAGE 40.**

MARTI VICTORIES □ House and Senate Committees pass administration bill, over vigorous objections of NAB, authorizing AM radio station to broadcast to Cuba. Full House and Senate passage uncertain. **PAGE 42.**

NCTA TWO-STEP □ Qube technology will be big feature in NCTA's opening session kicking off its Houston convention. **PAGE 66.** The latest stats on the top 50 MSO's appear on **PAGE 68.** The agenda begins on **PAGE 70.** An exhibitor's rundown starts on **PAGE 76.**

RATHER VINDICATION □ Los Angeles jury clears CBS in slander suit brought by doctor. **PAGE 97.** Sauter tells press club that credibility of CBS News remains high. **PAGE 99.**

BATES REVIEW □ Advertising agency examines fall lineups and forecasts successes and failures. **PAGE 100.**

QUANTIFICATION HOMEWORK □ Wirth asks for surveys from FCC and NAB on program categories, including fare aimed at children and minorities. He's told its major job. **PAGE 104.**

RIVERA'S EXCEPTION □ FCC commissioner says agency should have addressed media diversity in MDS ownership decision. **PAGE 105.**

YO-DEL-LAY-DEE-WHO'S-WHO □ U.S. delegation heads for Geneva for ITU conference full of hope but prepared for anything that comes along. **PAGE 107.**

BATTLE LINES □ Telephone-cable crossownership and cable "birthright" bill (S.66) among divisive issues in heated communications conflict. **PAGE 109.**

MSO PORTRAIT □ Warner Amex has its hands in numerous areas in cable: franchising, system operation and programing. New chief Drew Lewis is confident that despite present losses, company is on right track and will turn a profit. **PAGE 114.**

INNOVATIVE IMPROVER □ During his tenure as FCBA president, Herb Forrest has exposed his colleagues to new technologies while continuing to improve the standards and procedures under which they practice, all of which has brought him the respect of his peers. **PAGE 143.**

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BROADCASTING's Top 50 MSO's

Current rank	*Company*	*Basic subscribers*	*Homes passed*	*Basic penetration*	*Pay subscriptions*	*Unpassed homes in franchised areas*	*Porjected basic subscribers*
1	TCI 12/31	2,200,000	3,830,000	57.4	1,592,000	N/A	2,461,084
2	ATC 3/31	2,198,200	4,288,275	51.3	1,981,175	500,000	2,448,200
3	Group W 5/26	1,893,956	3,438,549	55.1	1,381,546	N/A	1,893,956
4	Cox	1,367,266	2,370,767	57.7	1,374,388	730,000	1,732,266
5	Warner Amex	1,300,000	2,793,600	46.5	1,186,200	259,400	1,429,700
6	Storer	1,229,000	2,319,000	53.0	1,300,000	1,054,000	1,756,000
7	Times Mirror	830,344	1,629,096	51.0	584,867	636,904	1,148,796
8	Rogers-UA	755,429	1,408,884	53.6	836,336	258,300	884,579
9	Newchannels	723,067	1,260,100	57.4	632,314	220,000	833,067
10	Continental	664,000	1,300,000	51.1	729,000	190,000	759,000
11	Viacom 3/31	640,083	1,292,927	49.5	495,454	337,530	808,848
12	United	569,076	1,025,958	55.5	482,938	293,042	715,597
13	Sammons 5/25	549,890	863,766	63.7	363,902	86,234	593,007
14	Telecable	372,000	629,100	59.1	390,100	N/A	372,000
15	Cablecom 5/31	334,107	507,916	65.8	224,940	14,753	341,483
16	GE 5/15	314,500	508,000	62.0	181,500**	N/A	314,500
17	Cablevision	308,000	707,000	43.5	844,000	439,000	527,500
18	Comcast	301,150	563,950	53.4	282,780	38,450	320,375
19	Daniels 3/31	292,414	587,118	49.8	254,919	359,482	472,155
20	Heritage	291,641	555,755	52.5	210,117	43,847	313,564
21	Liberty 5/31	263,317	506,000	52.0	146,386	N/A	263,317
22	Tele-media	251,414	325,000	77.4	125,501	60,000	281,414
23	Jones 5/31	246,832	402,176	61.4	153,505	166,693	330,178
24	Wometco	242,336	436,607	55.5	206,879*	N/A	242,336
25	TCA Cable TV	223,064	306,605	72.8	62,371	N/A	223,064
26	Multimedia	210,328	365,500	57.5	229,359	60,000	240,328
27	Service Elctr	210,000	300,000	70.0	75,000	N/A	210,000
28	Maclean-Hunter	205,103	420,416	48.8	270,775	71,084	240,645
29	Century	192,500	325,000	59.2	150,000	N/A	192,500
30	Colony 1/31	166,000	342,000	48.5	158,000	37,000	184,500
31	Centel 5/28	162,156	267,713	60.6	115,451	69,582	196,947
32	Western 3/31	154,100	188,000	82.0	58,600	12,000	160,100
33	Suburban	149,629	308,000	48.6	175,659	52,000	175,629
34	Harron	147,923	200,000	74.0	83,429	50,000	172,923
35	Prime Cable	146,579	265,763	55.2	119,220	34,237	163,697
36	Harris 3/31	144,708	274,521	52.7	98,333	185,479	237,448
37	Rollins	141,000	234,000	60.3	101,200	85,500	183,750
38	McDonald Group	139,585	179,789	77.6	87,028	23,371	151,270
39	Cablentertnmt	139,006	194,298	71.5	49,609	N/A	139,006
40	Tribune 5/17	137,854	295,000	46.7	120,298	665,000	470,354
41	Cblvs. Indstr	131,336	163,438	80.3	102,600	5,000	133,586
42	Comm. Services	125,500	221,000	56.8	55,800	N/A	125,500
43	Cable America	124,370	322,727	38.5	193,172	85,000	166,870
44	Midwest	120,000	220,000	60.0	62,000	N/A	120,000
45	NY Times	105,295	210,679	50.1	110,383	5,000	107,795
46	Adams Russell	104,124	192,271	54.2	104,783	107,854	158,051
47	Midcontinent 4/1	103,264	171,707	60.1	51,615	N/A	103,264
48	McCaw Comm	102,250	162,850	62.8	55,350	N/A	102,250
49	Am. Cablesys	100,300	160,000	62.7	100,890	58,000	129,300
50	Gill Cable	97,250	194,000	50.1	49,300	36,000	115,250

BROADCASTING's top 50 multiple system operator chart finds Tele-Communications Inc. continuing its number-one reign. Although a count of unpassed homes was unavailable, TCI's pending acquisition of Liberty, adding 263,317 basic subscribers, should continue to insure their number-one position. The projected basic subscriber figure is derived from taking 50% (an average penetration figure) of the unpassed homes number and adding it to the basic subscriber count. Some figures in the unpassed homes column are BROADCASTING estimates.

Franchises that are joint ventures are split. For instance, part of Tribune Cable's unpassed homes figure includes the 155,000 homes of its share of joint ventures with United Cable in Montgomery county, Md., and Oakland county, Mich.

Franchise contracts that have not been officially signed are not included in the unpassed homes count. Cities which have designated franchise winners but remain in negotiations with them include New York (Warner Amex, Cablevision Systems, ATC and Cox), Denver (ATC and Daniels in Mile Hi Cablevision) and Sacramento city and county (United and Tribune).

*Does not include additional 170,489 additional premium service units for Wometco.

**Does not include a 26,500-extra basic tier for General Electric Cable.

All figures are for April 30, unless noted otherwise.

from a 10/17 a year ago to a 10.8/19, but declined in Arbitron from a 9/15 to an 8.4/15. *Eye on LA* showed a similar pattern, growing to a 10.4/18 from a 10/16 in Nielsen but dropping from a 9/15 to a 10.5/18 in Arbitron, while KTLA-TV's *Laverne & Shirley* and KTTV(TV)'s *M*A*S*H* both lost ground in both services. *Feud* averaged a 6.2/11 in Nielsen, down from a 7/13 last May and a 7.1/12 in Arbitron, compared with a 7/13 last year. *Laverne & Shirley* fell from a 10/17 last year to 8.1/15 in Nielsen and from an 11/18 to an 8.2/15 in Arbitron. *M*A*S*H* went from a 10/17 to an 8.3/15 in Nielsen and from an 11/19 to a 7.3/13 in Arbitron. KCOP(TV), airing *Tic Tac Dough*, stayed flat in Nielsen with a 6/11 but gained in Arbitron, from a 5/8 last year to a 7.5/13. KHJ-TV averaged a 2.6/5 Nielsen and a 2.8/5 Arbitron with *WKRP in Cincinnati*, compared with a 4/7 and a 2/5 captured last year with *Kojak*.

At 11 p.m., KNXT(TV) led the pack in Nielsen averaging a 7.5/19, compared with a 7/17 last year, while KABC-TV and KNBC(TV) were tied in Arbitron for first place, averaging and 8.5/23. KABC-TV fell from an 11/27 in Nielsen last year to a 9.9/25 and in Arbitron, it dropped from a 9/25. KNBC gained in both services, from an 8/20 last May to a 9/23 in Nielsen and from a 7/21 in Arbitron.

In the 10 p.m. news, KTLA-TV averaged a 5.2/10 in Arbitron and a 5.7/10 in Nielsen, up in Arbitron from a 5/10 last May but down in Nielsen from a 6/12. KTTV averaged a 2.3/4 in Arbitron and a 1.9/3 in Nielsen, compared with a 2/4 in both services last May. KCOP averaged a 1.3/3 for the first half hour and a 2/4 for the second in Arbitron and a 2.2/4 and a 1.5/3 in Nielsen. That compares to a 2/4 in both services last May. KHJ-TV had a 1.1/2 in Arbitron and a 1.5/3 in Nielsen, compared with a 1/3 and a 2/3 last year.

In Dallas, where Arbitron's meters have been running since March 1, WFAA-TV held a substantial lead in the 10 p.m. news race, averaging an 18/32. Behind it were KDFW-TV (15/27) and KXAS-TV (11/20), followed by independents KTVT(TV) 4/7, KXTX-TV (3/5) and KTXA(TV) 2/4.

In prime access, *Family Feud* (11/21) on KDFW-TV and *PM Magazine* (11/22) on WFAA-TV were neck and neck, followed by *One Day At a Time* (10/19) on KTVT(TV), *Entertainment Tonight* (6/12) on KXAS-TV, *M*A*S*H* (3/7) on KTXA and the second half of *Little House on the Prairie* (3/6) on KXTX and the second half of *Mission Impossible* (1/2) on KTWS.

At 6 p.m., *Three's Company* (12/23) on KTVT outperformed the leading news operation on WFAA-TV (10/20), while KDFW-TV's news averaged a 9/17 and KXAS-TV's averaged an 8/15. *Charlie's Angels* on KTXA tied the first half of *Little House* on KXTX (3/6) and the first half of *Mission Impossible* on KTWS brought up the rear with a 1/2. ☐

TV violence sets all time record says NCTV study

The incidence of violence on prime time network TV reached a new high in the first quarter of 1983, according to the latest survey by the National Coalition on Television Violence, which recorded an average of 9.7 violent acts per hour between Jan. 1 and April 1. That figure is up from a previous record of 8.7 acts per hour, set in the fourth quarter of 1982. ABC remains the network airing the most violent programs, averaging 11.4 acts per hour, compared with 10.2 acts per hour in the previous quarter.

NBC-TV's *A Team* (40 acts per hour) replaced ABC-TV's *Fall Guy* as prime time's most violent program. *Fall Guy*, which averaged 34 acts per hour in the last quarter of '82, according to NCTV researchers, fell to ninth place among the most violent programs in the first quarter of '83, averaging 28 acts per hour. It no longer ranks in NCTV's category for programs with "very high violence," those with more than 30 violent acts per hour.

During the most recent quarter, eight programs scored in the "very high" violence category, more, according to Thomas Radecki, NCTV chairman, than have done so since NCTV began monitoring TV violence in 1980. After *A Team*, they were ABC's *High Performance* (37), CBS's *Wizards and Warriors* (37), ABC's *Matt Houston* (33), and *Renegades* (33), NBC's *Voyagers* (32), the *NBC Tuesday Night Movie* (32) and ABC's *T.J. Hooker* (31). In the fourth quarter of 1982, ABC's *Tales of the Gold Monkey* (31) was the only program other than *Fall Guy* to average more than 30 acts per hour.

Despite the increase in high violence programing, there were four fewer programs that averaged 10 or more acts of violence per hour during the first quarter of '83. At the same time, however, there were three fewer averaging two acts or fewer per hour. CBS and ABC were tied with 12 programs each in the low violence category, while NBC had 13.

Announcing NCTV's new findings, Radecki accused the networks of trying to downplay the effects of TV violence on society, citing testimony in recent hearings before the FCC and the House Telecommunications Subcommittee and statements made on ABC News's quarterly late-night program, *Viewpoint*. He called on Congress to reject efforts by broadcasters for deregulation of their industry and said that, instead, laws should be passed requiring such safeguards as a public movie rating system, increased funding for public TV, warnings aired before violent programs begin and a white dot aired while a violent show is in progress, "adjustable" TV set dials, permitting families to block out shows with unacceptable levels of violence, a prohibition on ads for violent toys and X-rated violent movies and a quota of seven hours per week of educational, informative or public affairs programing for children to be imposed on broadcasters.

Radecki's latest survey drew little response from the three major networks, which generally regard the NCTV methodology as unscientific and highly subjective. The NCTV uses a team of five or six college graduate students who monitor all prime time programing on one network during each week of a 13-week monitoring period. Two different crosschecks are used, according to a spokesman, to increase the survey's reliability. ☐

Ratings Roundup

ABC-TV won the prime time ratings race for the week ending Sunday, June 5. In a week dominated by reruns but sprinkled with a few specials and made-for-TV movie premieres, A.C. Nielsen's National Television Index gave ABC an average 13.8 rating/24.7 share, eight-tenths of a rating point ahead of CBS-TV (13/23.1) and [illegible] points ahead of NBC-TV (12.4/22.2).

ABC accomplished its win with only two nightly wins, one of them, on Tuesday, when its summer-rerun series lineup (17.1/28.3), finished less than two rating points ahead of NBC's summer lineup, also reruns (15.7/26), but more than five rating points ahead of CBS's lineup, which included coverage of the NBA championship game between the Philadelphia 76ers and the Los Angeles Lakers (14.6/24). ABC's other nightly win was on Saturday (14.6/29.2).

CBS won Monday, Thursday, Friday and Sunday, while NBC took Wednesday. On Monday, reruns on CBS got the better of ABC's premiere of the made-for-TV movie, *Ghost Dancing* (16.7/28), as well as NBC's rerun of the movie, "Eyes of Laura Mars" (10.4/17). NBC's winning lineup on Wednesday (13.6/23.8), included the premiere of its summer comedy series, *Buffalo Bill* (13.6/22).

On Friday, NBC aired the first of a number of rerun episodes of its 1979 police adventure series, *Eischied* (12/23), which it is reviving as summer replacement programing.

The First 20

1.	*Hart to Hart*	ABC	21.0/36
2.	*M*A*S*H*	CBS	19.2/31
3.	*One Day at a Time*	CBS	18.7/30
4.	*Three's Company*	ABC	18.6/29
5.	*60 Minutes*	CBS	18.5/40
6.	*A Team*	NBC	17.8/30
7.	*9 to 5*	ABC	17.8/28
8.	*NBC Sunday Night Movie—Murder One, Dancer 0*	NBC	16.7/28
9.	*ABC Monday Night Movie—Ghost Dancing*	ABC	16.7/28
10.	*Hill Street Blues*	NBC	16.6/29
11.	*Fantasy Island*	ABC	16.5/32
12.	*ABC Sunday Night Movie*—"The Buddy Holly Story"	ABC	16.5/28
13.	*Remington Steele*	NBC	16.3/26
14.	*Love Boat*	ABC	16.2/31
15.	*Magnum, P.I.*	CBS	16.0/29
16.	*Charlie Brown Special*	CBS	15.6/28
17.	*Simon & Simon*	CBS	15.5/26
18.	*Cagney & Lacey*	CBS	15.1/26
19.	*20/20*	ABC	14.9/26
20.	*Alice*	CBS	14.7/29

The Final Five

59.	*Monitor*	NBC	7.1/14
60.	*Small & Frye*	CBS	6.5/12
61.	*Dear Mr. President*	NBC	6.4/14
62.	*Zorro and Son*	CBS	6.4/12
63.	*ABC News Closeup—Vanishing America*	ABC	5.0/13

Atlanta 30303. Principals: Subsidiary of New York-based Price Communications, headed by Robert Price, president. Price Communications also bought subject to FCC approval, WOWO(AM) Fort Wayne, Ind., and also is applicant for new AM at Annandale, Va. (BP-820811AN). Action May 20.

■ Madisonville, Tex.—Madison County Radio Inc. dismissed application for 880 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 176J, Rural Route 3, Denison, Tex. 75020. (BP-810526AD). Action Feb. 1.

FM actions

■ Gibson City, Ill.—John R. Noble returned application for 106.3 mhz, 3 kw, HAAT: 282 ft. Address: P.O. Box 529, Gibson City, Ill. 60936. (BPH-821022AC). Action May 15.

■ *Zeeland, Mich.—Echo Broadcasting Inc. returned for 89.3 mhz, 8.9 D-N kw, HAAT: 1,295 ft. Address: 592 Elmdate Court, Holland, Mich. 49423. (BPED-830210AB). Action May 18.

■ *Buffalo, N.Y.—Medaille College Inc. dismissed application for 89.9 mhz, 4.3 kw, HAAT: 121 ft. Address: 18 Agassix Circle, Buffalo 14214. (BPED-810618AI). Action May 18.

■ Cheney, Wash.—Delta Radio Inc. returned for 101.1 mhz, 100 kw, HAAT: 541 ft. Address: 3970 Overland Avenue, Culver City, Calif. 90230. (BPH-830208AC). Action May 18.

■ Powell, Wyo.—Broadcast Enterprises granted 104.4 mhz, 100 kw, HAAT: 1,855 ft. Address: P.O. Box 968, Powell 82435. (BPH-810812AF). Action May 19.

TV actions

■ Pine Bluff, Ark.—Pine Bluff Broadcasting Inc. granted ch. 38; ERP: 2,698 kw vis., 269 kw aur., HAAT: 1,951 ft.; ant. height above ground; 1,936 ft. Address: 67 Madison, Memphis 38103. Principals: Pine Bluff Television Ltd. (49%), Chloee K. Poag and A.G. Kasselberg (25.5% each). Pine Bluff Television is principally owned by Chloee Poag and A.G. Kasselberg. None has other broadcast interests. (BPCT-821119KE). Action May 18.

■ Carroll, Iowa—Television Development Association of Iowa dismissed application for ch. 30; ERP: 1,024 kw vis., 162 kw aur., HAAT: 2,100 ft. ant. height above ground: 1,969 ft. Address: 7209 Airline Avenue, Des Moines, Iowa 50322. Principals: Michael D. Pauley, Jeffrey E. Groves and William Newbrought (one-third each). (BPCT-821203KE). Action May 23.

■ Bowling Green, Ky.—CMM Inc. granted ch. 40; ERP: 1,096 kw vis., 10.9 kw aur., HAAT: 340 ft.; ant. height above ground: 324 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. (BPCT-830217KO). Action May 18.

■ Muskogee, Okla.—Hasler Productions Inc. granted ch. 19; ERP: 732.4 kw vis., 73.2 kw aur., HAAT: 500 ft., ant. height above ground: 236.71 ft. Address: 2925 West Broadway, Muskogee, Okla. 74401. Principals: Equally owned by John Thomas Doerner; Willie Patricia Hasler, her husband, Francis Joseph, and son, John Gatlin. Latter is freelance announcer and Doerner is TV news photographer at KTUL-TV Tulsa, Okla. (BPCT-830224KG). Action May 20.

Ownership changes

Applications

■ KTIM-AM-FM San Rafael, Calif. (1510 khz, 1 kw-D; FM: 100.9 mhz, 2.2 kw, HAAT: 300 ft.)—Seeks assignment of license from Platt Communications Inc. to Marin Broadcasting Co. Inc. for $1.4 million (Broadcasting, May 30). Seller is owned by Donald Platt, president and general manager, and 10 other stockholders. They have no other broadcast interests. Buyer is owned by N. Arthur Astor, president, who also bought, subject to FCC approval, KIKF(FM) Garden Grove, Calif. (Broadcasting, May 30). Filed May 31.

■ WOWD(FM) Tallahassee, Fla (103.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from AMRAD Corp. to Kelly Communications Inc. for $1.47 million (Broadcasting, May 30). Seller is owned by Maurice Negrin and George Jacobson. Negrin is also principal in WMOE(AM) Alpharetta, Ga. Jacobson has no other broadcast interests. Buyer is principally owned by Jim McCrudden. It also owns WQPD(AM) Lakeland, Fla.; KJEZ(FM) Poplar Bluff, Mo., and KTGR(AM)-KCMQ(FM) Columbus, Mo. Filed May 26.

■ KSEI(AM)-KRBU(FM) Pocatello, Idaho (930 khz, 5 kw-U, DA-N; FM: 104.9 mhz, 3 kw, HAAT: minus 528 ft.)—Seeks assignment of license from KSEI Broadcasters Inc. to Pacific Northwest Broadcasting Corp. for $1.35 million. Seller is owned by Western Broadcasting Co., headed by Earl E Morgenroth, president and chairman, and principally owned by estate of Dale G. Moore. It owns three AM's, two FM's and four TV's. Buyer is principally owned by Charles H. Wilson, president (50.77%), and 12 others. It also owns KPNW-AM-FM Eugene and KCMX-AM-FM Ashland, both Oregon; KBOI-AM-FM Boise, Idaho, and KPAY-AM-FM Chico, Calif. Filed May 26.

■ [CP] WTSF(TV) Ashland, Ky. (ch. 61, 229 kw vis., 22.9 kw aur., HAAT: 410 ft.)—Seeks assignment of license from Tri-State Family Television Inc. to Tri-State Family Broadcasting Inc. for assumption of $643,863 in liabilities. Seller is nonstock, nonprofit corporation, headed by John Alley, president, who will be director of new corporation. It has no other broadcast interests. Buyer is owned by seven stockholders, headed by Claude Messinger, chief executive officer, including five present board members of seller, and Dr. G.O. McClelland of West Hamlin, W. Va., and Dr. Robert Tackett of Ashland. It has no other broadcast interests. Filed May 27.

■ [CP] WKEQ(AM) Burnside, Ky. (910 khz, 500 w-D)—Seeks assignment of license from Glen J. Goldenberg to Pulaski County Broadcasters for $40,000, including consultant agreement. Seller is president, director and 90% owner of WHIR(AM)-WMGE(FM) Danville, Ky. Buyer is owned by John B. Begley and Lenn R. Pruitt (50% each). They also own two-thirds of WLPQ(AM) Pittsburg, Ky. Filed May 26.

■ WKYO(AM)-WIDL(FM) Caro, Mich. (1360 khz, 1 kw-D, 1 kw-N, DA-2)—Seeks transfer of control of Tuscola Broadcasting Co. from Thumb National Bank & Trust (100% before; none after) to East Michigan Broadcasting Co. (none before; 100% after). Consideration: $500,000. Principals: Seller is voluntary receiver of Tuscola Broadcasting Co., headed by Paul Clabuesch, president. It has no other broadcast interests. Buyer is owned by William D. Benkelman, president, who is president of chemical plastics firm in Bloomfield, Mich. He has no other broadcast interests. Filed May 26.

■ WVLY(AM) Water Valley, Miss. (1320 khz, 500 kw-D)—Seeks assignment of license from Tri Lakes Broadcasting Co., Inc. to Joseph D. Lowe for $125,000. Seller is owned by Jimmy D. Martin (51%) and his parents, Jim G. (25%) and Lila C. Martin (24%). It has no other broadcast interests. Buyer has no other broadcast interests. Filed May 31.

■ KHME(FM) Comanche, Okla. (96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Stephens County Broadcasting Co. Inc. to #52 Broadcasting Co. Inc. for $155,000. Seller is owned by Freddy Sue Ellis, president (27%), her husband Harry L. (25%), their son, Larry D. (24%), and Joel C. Humke (24%). It has no other broadcast interests. Buyer is owned by John C. Schmitt and Stanley H. Sussman (50% each), who have no other broadcast interests. Filed June 2.

■ WRHY(FM) Starview, Pa. (92.7 mhz, 3 kw, HAAT: 700 ft.)—Seeks assignment of license from Harrea Broadcasters Inc. to Starview Media Inc. for $525,000 (Broadcasting, June 6). Seller is headed by J. Albert Dame, president. It also owns WKBO(AM) Harrisburg, Pa. Buyer is owned by Douglas George, president (90%) and Joseph Montione (10%). George has major interest in WQBQ(AM) Selinsgrove, Pa. Filed June 3.

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ WLBG(AM) Laurens, S.C. (860 khz, 1 kw-D)—Seeks assignment of license from CraCom Inc. to Southeastern Broadcast Associates Inc. for assumption of $278,766 liabilities. Seller is owned by Craig S. Turner (75%) and wife, Mary V. (25%), who have no other broadcast interests. Buyer is owned by Emil J. Finley (60%) and wife, Mary Lou A. (40%). Emil Finley is general manager at WMYN(AM) Mayodan, N.C. Mary Lou Finley is registered nurse. Filed June 2.

■ WEAM(AM) Arlington, Va. (1390 khz, 5 kw-U)—Seeks assignment of license from WEAM Radio Inc. to Cardinal Broadcast Associates for $1 million (Broadcasting, May 16). Seller is owned by Thoms family of Asheville, N.C. They also own WCOG(AM) Greensboro and WKLM(AM) Wilmington, both North Carolina, and recently sold cable system at Asheville ("In Brief," April 18). Buyer is owned by principals of WHFS(FM) Bethesda, Md., including General Manager Jacob Einstein; his son, David, program director, and Philip Margolius, president. Filed May 27.

■ WFMR(FM) [formerly WXJY(FM)] Menomonee Falls, Wis. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Darrel Peters Productions to Classical Broadcasting of Greater Milwaukee Inc. for $2 million (Broadcasting, May 30). Seller is owned by Darrel Peters, who also owns WSEX(FM) Arlington Heights, Ill. Buyer is owned by Frederick DeMatteis, chairman, H. Stewart Corbett Jr. (45% each) and Al Rogers, president (10%). Corbett and DeMatteis are former owners of WHHR(FM) Hilton Head, S.C., and Rogers is former vice president and general manager of WHHR. Broker: Cecil L. Richards Inc. Filed May 27.

TV actions

■ KBHK-TV San Francisco (ch. 44; 2,000 kw vis., 230 kw aur., HAAT: 1,610 ft.; height above ground: 977 ft.)—Granted assignment of license from Field Communications Corp. to United Television Inc. for $23 million. Seller, based in Chicago, is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%), who are also selling WLVI-TV Cambridge, Mass. (Broadcasting, March 28) and WKBD-TV Detroit (Broadcasting, May 23). They also own WKBS-TV Burlington, N.J. Field is divesting its broadcast properties. Its sale of WFLD-TV Chicago to Metromedia has been approved by FCC (Broadcasting, March 7). They also own three cable systems and daily *Chicago Sun-Times*. Buyer is publicly held corporation 46% owned by Chris-Craft Industries. United also owns KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex., and KTVX(TV) Salt Lake City. Chris-Craft owns KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. BALCT-830311KE. Action May 31.

Facilities changes

AM applications

Tendered

■ KFGQ (1260 khz) Boone, Iowa—Seeks CP to increase power to 5 kw; install DA-D; change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 25.

■ WDTB (1170 khz) Dimondale, Mich.—Seeks CP to change freqency to 1180 khz. Ann. May 25.

■ WBJA (1540 khz) Guayama, P.R.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w and make changes in ant. sys. Ann. May 25.

■ WALD (1060 khz) Walterboro, S.C.—Seeks CP to change frequency to 1080 khz and increase power to 2.5 kw. Ann. May 26.

■ WBDX (1030 khz) White Bluff, Tenn.—Seeks to increase power to 10 kw. Ann. May 23.

Accepted

■ KJNP (1170 khz) North Pole, Alaska—Seeks CP to make changes in antenna system and to change from DA to non-DA. Ann. May 3.

■ KHTZ (97.1 mhz) Los Angeles—Seeks CP to make changes in antenna system; change TL; change ERP to 20 kw, and change HAAT to 2,988.75 ft. Ann. May 23.

■ *WBEZ-FM Chicago—Seeks CP to make changes in

6/22/83
C1750-1

The Fifth Estate

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Broadcasting Jun 20

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S. 66 clears Senate
NCTA convention coverage
Bold plan for NAB

Vol. 104 No. 25

Broadcasting⚡Jun 20

NAB boards firm deregulation positions ☐ Cable's S. 66 passes Senate ☐ Daytime-CHN merge ☐ Cable convention coverage from Houston

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HOUSTON HOE-DOWN ☐ NCTA chieftains review past year's accomplishments and preview next year's battles. **PAGE 47.** Meeting the urban challenge is discussed on **PAGE 48.** Private and public sectors give advice on federal, state and local regulations. **PAGE 51.** House Telecommunications Subcommittee members preview cable legislation. **PAGE 52.** FCC chairman says cable may get into trouble unless federal regulations are passed. **PAGE 53.** Tim Wirth cautions that mandated leased access will be a part of any cable deregulation bill in the House. **PAGE 56.** Marketers discuss ways to increase advertising on cable. **PAGE 57.** The wonders and problems of addressability are examined on **PAGE 59.** Goldwater tells NCTA its work on S. 66 was a good show. **PAGE 60.** Group W Satellite announces a regional pay sports network set for debut next year. **PAGE 62.** Turner's Ross and CBS's Lilley renew debate on eliminating FCC's must-carry rules. **PAGE 64.** Opinion Research Corp. unveils findings of study on how cable operators can improve selling of programing services. **PAGE 66.** Former FCC Commissioner Anne Jones says agency should take a second look at must-carry rules. **PAGE 67.**

FREEDOM FIGHTERS ☐ American Advertising Federation hears its leaders warn of attempts to put restraints on advertising. Convention hears from Bush, Bell, Jaffee, Ritchie, Miller and Neuharth. **PAGES 70-71.**

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CAMERA CAPER ☐ Senate Rules Committee passes measure to allow cameras into upper chamber. **PAGE 74.**

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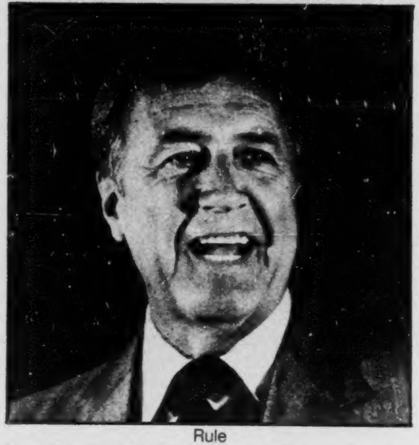
Rule bids farewell to HRTS

Outgoing ABC vice chairman says golden age of television is still to come; cites network's successful mini-series as trend of future

In a farewell appearance before members of the Hollywood Radio and Television Society, ABC Vice Chairman Elton H. Rule last Tuesday (June 14) told a luncheon audience at the Beverly Wilshire hotel that the "true golden age of television" is yet to come. Rule, whose retirement was announced at the ABC affiliate conference last month in Los Angeles, was joined on the dais by his successor, ABC President Frederick S. Pierce.


Rule

Rule singled out the success of two recent ABC-TV mini-series—*Winds of War* and *Thorn Birds*—as an indicator of the industry's future.

"Those programs expanded the definition of what it is possible to do in television—in fact, what it is possible to do in entertainment," Rule asserted. The success of the programs, he said, depended not only on their content, but also on the investment of resources in scheduling, selling and promoting them.

"Not every program can take this much time or this much money," Rule continued. "But every program, great or small, special or series, can benefit from the same kind of long lasting commitment to quality.

"Innovation and quality are not unilateral decisions. They are joint accomplishments—the result of understanding and cooperation between networks and the production community," said the ABC executive. "We must work with a sense of partnership. Alone, in the long run, we can probably survive. Together, we can make the years to come into a true golden age of television."

Rule discounted the suggestion that television of the 1950's represents the medium's "golden" era, arguing programs produced then "were not unusually good as compared to today's programs." He said television's early programs may have had more of an impact because of their novelty.

"It is no longer easy to think of things to do [on television] for the first time," he pointed out. "And the audience is equally sophisticated. The average adult of 30 has already seen 30,000 hours of television; and not many programs can still strike in him the spark of discovery. The only thing that hasn't changed is the value of innovation. No matter how much harder it has become to find, something genuinely new is still what we and our audience seek most."

Reflecting on changes that have occurred in his 30-year career at ABC, Rule noted a "growing closeness" between producers and the television networks, which he credits to "specific efforts on the part of many of us to create a better working framework." That relationship must be nurtured, Rule believes, if the networks and production community are to prosper in the face of new video technologies.

"The last 16 years have been a fantastic experience," Rule concluded. "I've loved every minute of it. But this is the right move at the right time, for me and for ABC. The company is in excellent condition, and the next generation of management—Fred Pierce's generation—has shown how well it can handle the reins of leadership."

Rule received a standing ovation from the more than 1,000 members of the creative community present, with whom the executive said, "It has been a pleasure" to work. Rule said that he has "some personal irons in the fire" which may lead to renewed contact with the production community.

Outgoing HRTS President Gary Nardino, president of Paramount Television Productions, announced that ABC Entertainment President Anthony D. Thomopoulos will succeed him next fall as head of the Hollywood-based organization. ☐

ZIP source. Arbitron Ratings Co. will use the ClusterPlus ZIP code system to provide life-style and product consumption information in its TV and radio audience research. The deal was struck last week with Donnelly Marketing Information Services and Simmons Market Research Bureau, developers of ClusterPlus. Arbitron said it will merge ClusterPlus with its own computer-based AID (Arbitron Information on Demand) service, enabling clients "to create a profile of their audience or plan advertising using information on how consumers live and what they buy in any selected national or local market base." For the past year, Arbitron has used Claritas Corp.'s PRIZM zip code service for this purpose; Arbitron officials said they may continue to do so.

Ratings Roundup

In a week when repeats outnumbered original episodes by three to one, CBS-TV moved to the top of the Nielsen prime time ratings for the seven days ended June 12, averaging a 12.5 rating/23.9 share. NBC-TV placed second with a 12.2/23.4 and ABC-TV—which had led the week before—dropped to third with a 12.0/23.0. Thus half a rating point and less than a share point, separated top and bottom.

After George, a CBS pilot about a man who dies and returns as a computer to help his widow, ranked sixth for the week with a 17.0/27 at 9:30-10 p.m. Monday, holding virtually all of the 17.1/28 lead-in provided by a M*A*S*H repeat. The second episode of NBC's *Buffalo Bill* summer comedy series, Wednesday at 9:30-10, added more than a rating point to its first week's performance, scoring 14.8/25 and ranking 18th. The NBC *Sunday Night Movie*, an original showing of *Damnation Alley*, produced a 17.8/32 and ranked second for the week.

CBS's *60 Minutes* on Sunday at 7-8 p.m. and ABC's *20/20* on Thursday at 10-11 p.m. pulled identical 15.7 ratings, tying for 11th place (though *60 Minutes* had a 39 share to *20/20*'s 29). A *CBS Reports: 1984 Revisited*, Tuesday at 8-9 p.m., did a 9.1/17, tying with repeats of ABC's *T.J. Hooker* and NBC's *Chips* for 58th. An NBC *White Paper* on the Vatican art collection, Tuesday at 10-11 p.m., came in with a 7.8/14, ranking 66th.

The First 20

1.	*Hart to Hart*	ABC	21.0/37
2.	*NBC Sunday Night Movie—Damnation Alley*	NBC	17.8/32
3.	*A Team*	NBC	17.3/32
4.	*Simon & Simon*	CBS	17.2/32
5.	M*A*S*H	CBS	17.1/28
6.	*After George*	CBS	17.0/27
7.	*Facts of Life*	NBC	16.7/30
8.	*Magnum, P.I.*	CBS	16.5/34
9.	*Hill Street Blues*	NBC	16.2/30
10.	*Jeffersons*	CBS	16.0/30
11.	*60 Minutes*	CBS	15.7/39
12.	*20/20*	ABC	15.7/29
13.	*Newhart*	CBS	15.6/28
14.	*Fantasy Island*	ABC	15.5/32
15.	*Three's Company*	ABC	15.3/26
16.	*Trapper John, M.D.*	CBS	15.0/27
17.	*Love Boat*	ABC	14.9/30
18.	*Buffalo Bill*	NBC	14.8/25
19.	*Remington Steele*	NBC	14.7/25
20.	*9 to 5*	ABC	14.7/25

The Final Five

68.	*Ripley's Believe It or Not*	ABC	7.4/18
69.	*Filthy Rich*	CBS	7.0/14
70.	*Monitor*	NBC	6.6/14
71.	*Seven Brides for Seven Brothers*	CBS	5.3/13
72.	*Voyagers*	NBC	4.9/12

WWET(FM) Monticello, Ind. (BAPLH-830405GT). Action May 26.

■ KYFM(FM) Bartlesville, Okla. (101.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Thompson Communications Inc. to KYFM Radio Inc. for $1.1 million. Seller is owned by Fred L. Thompson, who also owns KRSL-AM-FM Russell, Kan. Buyer is principally owned by Galen O. Gilbert of Dallas, who also owns majority interest in KBTN(AM) Neosho, Mo.; KXEO(AM)-KWWR-FM Mexico, Mo.; KZEE(AM) Weatherford, KTXJ(AM)-KWYX(FM) Jasper, KDXE(FM) Sulphur Springs and KPET(AM) Lamesa, all Texas. (BALH-830404GR). Action May 24.

■ KCRC(AM)-KNID(FM) Enid, Okla. (1390 khz, 1 kw-U, DA-1; FM: 96.9 mhz, 100 kw, HAAT: 405 ft.)—Granted assignment of license from Enid Radiophone Co. to Chisholm Trail Broadcasting Co. for $1.38 million. Seller is owned by Milton Garber and John Taylor and families. Garber and Taylor own *Enid* [Okla.] *Daily News* and have no other broadcast interests. Buyer is principally owned by Michael DeLier, president, who is Oklahoma City oilman and former station manager of KWTV(TV) Oklahoma City. (BAL,H-830314FG,H). Action May 27.

■ WWLS(AM) Norman, Okla. (640 khz, 1 kw-D)—Granted assignment of license and CP from Norman Broadcasting Inc. to LESSO Inc. for assumption of debts. Seller is owned by Wah-leeta Steckline (51%) and husband, Lawrence E. (49%). Latter is president and 100% owner of LESSO, which owns KWLS-AM-FM Pratt, KSLS(FM) Liberal, KJLS(AM) Hays and KXXX-AM-FM Colby, all Kansas. (BAPL-830404EL). Action May 27.

■ WMPT-AM-FM South Williamsport, Pa. (1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 105 w, HAAT: 1,230 ft.)—Granted assignment of license from Will-Mont Broadcasting Co. to P.A.C. Communications Inc. for $475,000. Seller is owned by Galen David Castlebury Jr., who has no other broadcast interests. Buyer is owned by Diana Ruth Kadash, president (one-third); David W. Banks, vice president; Warren S. Diggins, vice president; Sharon L. Banks, treasurer, and Michelle M. Diggins, secretary (16.6% each). Kadash is real estate investor in Williamsport. David Banks is former sales manager of WLYC(AM) Williamsport. Warren Diggins is former general manager of WLYC. (BAL,H-830321HO,P). Action May 19.

■ KBFS(AM) Belle Fourche, S.D. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Pluimer Broadcasting Inc. to KBFS Inc. for $350,000. Seller is owned by June Pluimer (49.9%), her son, Mark, president (25.1%), and his wife, Dee (25%). Seller also has interest in CP for FM at Belle Fourche, S.D., which will also be transferred to buyer. Buyer is owned by William K. Love, president (75%), and Roger J. O'Dea (25%). Love also has major interest in KROE-AM-FM Sheridan, Wyo.; KFTM(AM)-KBRU(FM) Fort Morgan, Colo., and KAVI-AM-FM Rocky Ford, Colo. O'Dea is sales manager at KBFS. (BAL-830401EG). Action May 27.

■ WQNE(FM) Cleveland, Tenn. (104.9 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from Bradley Enterprises Inc. to Kali Broadcasting Inc. for $650,000. Seller is headed by Roger Gupton, president. Buyer is owned by Clyde W. Thomason, president, who also owns WBAC-(AM) Cleveland, Tenn. (BALH-830412HD). Action May 27.

■ WJJT(AM) Jellico, Tenn. (1540 khz, 1 kw-D)—Granted assignment of license from Jellico Broadcasting Corp. to Jellico Broadcasting Co. for $150,000. Seller is principally owned by Walter E. May (97%), who also owns WPKE(AM)-WDHR(FM) Pikesville and WTKC(AM) Lexington, both Kentucky. Buyer is owned by John E. Coleman (75%), and brother, Forrest D. (25%), who have no other broadcast interests. (BAL-830406ER). Action May 27.

■ WTNR(AM) Kingston, Tenn. (1410 khz, 500 kw-D, 1 kw-N, DA-N)—Granted assignment of license from WTNR Inc. to Kingston Radio Ltd. for $22,000. Seller is principally owned by Edward M. Johnson, president (75%), who also has interest in WCSV(AM) Crossville; WTNR(AM) Kingston, WTEA(AM) Dayton, and WNPC(AM) Newport, all Tennessee. Buyer is owned by K.R. Broadcasting Inc. (50%), and Millard Oakley, limited partner (50%). Robert B. Blow is president and owner of K.R. Broadcasting. Blow also owns 80% of WHMT(AM) Humboldt, Tenn., and has CP for new UHF on channel 51 at Lincoln, Neb. Oakley also has interests in WCSV(AM) Crossville; WNPC(AM) Newport, WREA(AM) Dayton, WLIV-AM-FM Livingston and WKNX-FM Greenville, all Tennessee. He also has interest in cable system at Crossville. BAL-830331FP. Action May 23.

■ KYOT(FM) Refugio, Tex. (106.3 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from Price K. Johnson to Robert F. Ritchey and J. Kent Hackleman, principals, for $250,000. Seller is general manager of KYOT and has no other broadcast interests. Buyer Ritchey owns KPEP(AM) Gatesville, Tex. Hackleman is Houston investor who has no other broadcast interests. (BALH-830415HM). Action June 1.

Facilities changes

AM applications

Tendered

■ KFMB (760 khz) San Diego—Seeks CP to increase day and night power to 50 kw and install DA-N. Ann. June 9.

■ WGSF (1220 khz) Arlington, Tenn.—Seeks modification of CP (780727AJ) to change frequency to 1210 khz; change hours of operation to unlimited by adding night service with 250 w; increase day power to 10 kw (5 kw ch); change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 7.

■ WCQL (1370 khz) Pewaukee, Wis.—Seeks CP to change city of license to Sussex, Wis.; change hours of operation to unlimited by adding night service with 500 w; install DA-2, and make changes in ant. sys. (augment day pattern). Ann. June 9.

Accepted

■ WMPZ (1000 khz) Soperton, Ga.—Seeks CP to change TL. Ann. June 7.

■ KFRM (550 khz) Salina, Kan.—Seeks modification of license to operate by RC from SL. Ann. June 9.

■ WTMG (1300 khz) Trenton, N.J.—Seeks modification of CP (800514AE) to make change in antenna system (increase tower height and change day antenna parameters). Ann. June 9.

■ WHIM (1110 khz) Providence, R.I.—Seeks modification of license to operate by RC to SL. Ann. June 9.

FM applications

Tendered

■ KFSK (100.9 mhz) Petersburg, Ark.—Seeks CP to change TL; change ERP to 2 kw; change HAAT to minus 481 ft., and make changes in ant. sys. Ann. June 9.

■ WCSN (94.9 mhz) Tallahassee, Fla.—Seeks CP to change TL; change ERP to 98 kw; change HAAT to 840 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 9.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ WZOK (97.5 mhz) Rockford, Ill.—Seeks to change HAAT to 429 ft. Major environmental action under section 1.1305 ft. Ann. June 9.

■ WHFB-FM (99.9 mhz) Benton Harbor, Mich.—Seeks CP to change TL; change ERP to 9.2 kw; change HAAT to 225 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 9.

■ WIXL-FM (103.7 mhz) Newton, N.J.—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 500 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 9.

■ KKEE (94.3 mhz) Alamogordo, N.M.—Seeks CP to change TL; change ERP to .1 kw; change HAAT to 1,642 ft., and make changes in ant. sys. Accepted nunc pro tunc. Ann. June 7.

■ WAPP (103.5 mhz) Lake Success, N.Y.—Seeks CP to change ERP to 5.8 kw and change to nondirectional operation. Ann. June 9.

■ WPEG (97.9 mhz) Concord, N.C.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,530 ft., and make changes in ant. sys. Ann. June 9.

■ WWDM (101.3 mhz) Sumter, S.C.—Seeks CP to change TL. Major environmental action under section 1.1305. Ann. June 9.

■ KDKQ (104.3 mhz) Borger, Tex.—Seeks CP to change TL; change ERP to 49.17 kw; change HAAT to 479.03 ft., and make changes in ant. sys. Ann. June 7.

■ KHCS-FM (88.1 mhz) Round Rock, Tex.—Seeks CP to change ERP to 3 kw; change HAAT to 85.1 ft.; change trans. and change TPO. Ann. June 7.

Accepted

■ KXXI-FM (102.3 mhz) Van Buren, Ariz.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Van Buren-Fort Smith, Ark." Ann. June 7.

■ KNGT (94.3 mhz) Jackson, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Sutter Creek, Calif." Ann. June 10.

■ KBOQ (92.7 mhz) Marina, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Marina-Monterey." Ann. June 7.

■ KRIJ (92.7 mhz) Paradise, Calif.—Seeks CP to make changes in antenna system; change TL; decrease ERP to .73 kw; increase HAAT to 620.58 ft., and change coordinates.

■ KDUO (97.5 mhz) Riverside, Calif.—Seeks CP to make changes in antenna system, to install auxiliary system; increase ERP to .173 kw; decrease HAAT to 1,519 ft., and change coordinates. Ann. June 8.

■ KQYN (95.7 mhz) Twenty-Nine Palms, Calif.—Seeks CP to make changes in antenna system; increase ERP to 16.8 kw; increase HAAT to 217 ft., and change coordinates. Ann. June 7.

■ KOSI (101.1 mhz) Denver—Seeks CP to make changes in antenna system; change ERP to 100 kw (H), 80.4 kw (V), and increase HAAT to 1,009 ft. Ann. June 7.

■ WEIB (101.1 mhz) Marco, Fla.—Seeks CP to make changes in antenna system; change TL; decrease ERP to 87 kw; decrease HAAT to 668 ft., and change coordinates. Ann. June 8.

■ WFLA-FM (93.3 mhz) Tampa, Fla.—Seeks CP to make changes in antenna system; decrease ERP to 97.7 kw, and decrease HAAT to 925 ft. Ann. June 8.

■ WSBI-FM (100.7 mhz) Brunswick, Ga.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Brunswick-St. Simons Island, Ga." Ann. June 8.

■ WMET (95.5 mhz) Chicago—Seeks CP to make changes in antenna system and increase 8.9 kw. Ann. June 9.

■ WRIK (98.3 mhz) Metropolis, Ill.—Seeks CP to make changes in antenna system; change TL; increase ERP to 1.32 kw; decrease HAAT to 456 ft., and change coordinates. Ann. June 8.

■ WRVI (96.7 mhz) Virden, Ill.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Virden-Auburn-Girard." Ann. June 9.

■ WZPL (99.5 mhz) Greenfield, Ind.—Seeks waiver of section (B)(2) of rules to identify as "Greenfield-Indianapolis." Ann. June 7.

■ KSDB-FM (88.1 mhz) Manhattan, Kan.—Seeks CP to make changes in antenna system; increase ERP to 122.6 kw; increase HAAT to 1,127 ft.; change TPO to 100 kw, and change coordinates. Ann. June 9.

■ WLBJ-FM Bowling Green, Ky.—Seeks CP to make changes in antenna system; change TL; increase ERP to .5 kw; increase HAAT to 630 ft., and change coordinates. Ann. June 8.

■ KKWB (104.9 mhz) Breckenridge, Minn.—Seeks

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Independent TV: It's come a long way

The country's non-affiliated stations are doing very well these days, with more and better programing translating into more viewers and, finally, a prospering bottom line

Independent television stations are on a roll these days, growing in number and importance, in audience and advertiser acceptance and, therefore, in revenues as well, and they're shooting for a one-fourth share of all TV station time sales no later than next year.

In 1982, independent TV's time sales—national spot and local—reached an estimated $1.648 billion, up 22% from the year before. This year they are expected to total about $1.92 billion, a gain of 16%. Next year, independents are looking for at least a 15% gain, taking them to $2.216 billion, 25% of the projected industry total. In time sales revenues, that would make them the equivalent of a network lineup. By 1990 they hope to be getting 28% of a $16.587-billion pie (see table).

These projections were developed for BROADCASTING by the Association of Independent Television Stations. They assume continuation of current basic industry trends and are described by INTV officials as conservative in all respects.

The stand-out trend among independents in recent years has been growth, not only in revenues but conspicuously in number of stations, the increasing number of major group broadcasters attracted to the field and steadily rising prices being paid for independents in the marketplace (see story page 63). In its latest census, completed last month, INTV counts 179 "true commercial independents," meaning that this count excludes religion-oriented and other independents that do not sell time (see pages 64 and 66).

By the end of this year, says INTV President Herman Land, the number could reach or pass 200. In the past 18 months alone, more than a score of markets have gotten their first independents—and others have seen their second, third or fourth independents go on the air. And the land rush continues. By INTV's count, 29 construction permits are currently outstanding—and almost by definition, new stations these days tend to start out independent.

The land rush and the accelerating flow of revenues should not be interpreted as meaning that an independent is an automatically profitable business. For almost half of them, in fact, it is still unprofitable.

In 1980, the last year for which the FCC collected financial data from stations, 45% of the independents were pronounced unprofitable—and two-thirds of those losers put their losses at more than $400,000 that year. Given the number of stations that have gone on the air since then, plus the experience that—with a few exceptions—new stations need at least a year or two to find the black, leaders estimate that the loss ratio is still around 45% and perhaps a bit higher.

The profits can be pretty good when they come, of course. Of 1980's money-makers, 70% reported profits of $1 million or more, and over 25% of those had profits ranging between $5 million and $15 million.

INTV hopes to add impetus on the road to revenues and profits with a major study whose full details will be presented to advertising agencies at a breakfast meeting in New York tomorrow (June 28). The study, done for INTV by the Simmons Market Research Bureau and previewed for INTV members at their convention five months ago (BROADCASTING, Jan. 24), stresses that

Looking ahead: Independent time sales, 1975-1990

Here are the Association of Independent Television Stations best current estimates of how TV station time sales will go, year by year, through 1990. INTV, which developed them for BROADCASTING, emphasized that they are conservative projections but, being based on assumptions that current basic trends will continue without major change, are subject to revision if major trend changes do occur. They also deal with time sales alone (national spot and local), since that is the basis on which the FCC reported revenues through 1980, when it stopped altogether. The two columns at the left are projections of the national spot and local time sales of all TV stations and the year-to-year percentage gains they represent. The three columns at right offer similar projections for independent stations, along with the share of the total that these represent. Figures for 1975 and 1980 are the FCC's; the others are INTV projections from that base, taking into account data from the Television Bureau of Advertising, Blair Television and INTV's own research.

	All stations' spot and local sales	% increase	Independents' spot and local sales	% increase	% of total
1975	$2,565,000,000	9	$401,000,000	17	16
1980	5,471,000,000	12	1,087,000,000	23	20
1981	6,275,000,000	15	1,351,000,000	24	22
1982	7,197,000,000	15	1,648,000,000	22	23
1983	7,989,000,000	11	1,920,000,000	16	24
1984	8,868,000,000	11	2,216,000,000	15	25
1985	9,843,000,000	11	2,532,000,000	14	26
1986	10,926,000,000	11	2,867,000,000	13	26
1987	12,128,000,000	11	3,245,000,000	13	27
1988	13,462,000,000	11	3,673,000,000	13	27
1989	14,943,000,000	11	4,118,000,000	12	28
1990	16,587,000,000	11	4,616,000,000	12	28

Kamin

independent and affiliated-station audiences do not differ significantly in key socio-economic demographics or in product-usage characteristics.

In short, the report asserts, the proportion of $35,000-household viewers—or of college graduates, or people who have bought a car the last two years, or who drink imported wine, or eat frequently at fast-food restaurants, or whatever—is substantially the same in independent station audiences as in affiliated station audiences.

"With upscale viewers," INTV's presentation maintains, "independent stations perform as well or better than affiliates in all dayparts—and in virtually all of some 500 product/service usage categories as well."

On top of that, the presentation continues, "independent counterprograming delivers a significant advantage in audience composition" for adults aged 18-49 in all dayparts except prime time, for adults 25-54 in late afternoon, early fringe and prime access and for men 18-plus in prime time and late fringe.

INTV hopes to use the study not only in selling independents against affiliates but also, through its product-usage findings, to attract advertisers into dayparts they haven't tried before. The study found audience composition levels so evenly distributed, not only between affiliates and independents but also across most dayparts, for so many product categories, that INTV hopes to show advertisers that they can often benefit by using dayparts that in the past they have avoided in the belief that not enough of their key prospects would be watching.

As one example, INTV notes: "Advertisers seeking men once saw late-evening news as the prime choice. Now there's a positive alternative that offers big benefits—independent stations after 8 p.m."

The study also found that in markets with both affiliates and independents, there is almost no such thing as an "affiliate viewer" or an "independent viewer." On a total day basis, the results show, four out of five adult viewers watch both affiliates and independents. This sort of duplicated viewing, INTV asserts, has become "the rule."

INTV also hopes the study will help get rid of some of the restrictions that many agencies still impose on their buying—restrictions that theoretically apply to all spot buys but seem to hit independents far more often than affiliates. There is less of this now than there used to be (see story, page 71), but leaders say virtually all agencies have at least one hurtful restriction, usually some sort of minimum rating requirement.

To illustrate the problem—and show that advertisers can solve it to their own advantage—INTV compares what it calls two "actual aired schedules." At no difference in cost, one campaign achieved 428 gross rating points and the other 563 GRP, by increasing the independent share from 12% of the total to 42%. In the process, INTV calculates, average frequency was increased by 22.4%, and effective reach by 16.5% and 33.2%.

"The bottom line," says an INTV summary, is that "restricted buying guidelines also restrict advertising results. Increased use of independent stations will enhance overall effective reach while providing the same audience quality, both demographically and among product users, as affiliates." It calls upon advertisers and agencies to "open up buying guidelines to select the most efficient program alternatives among all dayparts and stations to deliver the greatest exposure value."

In other words: Give independents a fair shake—and a fair try.

The study was conducted by Simmons in 38 major markets where independents and affiliates compete. There were 115 affiliates and 60 independents in the markets. The survey covered 10,175 adults aged 18 and over. Viewing is reported by average half-hour within each of nine major dayparts (daytime, late afternoon, early fringe, prime, prime access, late fringe, late evening, weekend and total day), and cross-tabulations are available for 24 demographics, 500 products and services and 3,000 brands, plus buying styles, psychographics and media habits.

"People watch programs, not stations." That is another of the presentation's messages. It has long been a familiar cry among independents—and it brings to mind what independents almost certainly consider the most serious concern facing them today: the FCC's proposal to repeal its rules banning network participation in the ownership of nonnetwork-produced programs and in the syndication of programs in the U.S.

The networks devoutly want repeal—and the independents (and program suppliers) devoutly want the rules kept intact.

Land

The networks contend they need—and are entitled to—freedom to compete in the program business without restraints that apply to them alone. Independents contend that what the networks really want is to put a crimp in the competition they're getting from independents, and that they would do this by denying or limiting independents' access to the kinds of off-network programs that independents say have been their salvation.

Actually, INTV President Land says, much of the independents' progress over the years has stemmed from "regulatory encouragement."

"Success didn't just happen," he says. "It took effort to build a marketplace. But the regulatory environment has been good, [based on] desire and need for an alternative to the networks."

Land ticks off some of the highlights. The all-channel law put UHF reception into every new TV set. The FCC pushed insistently for better UHF reception. The FCC's prime time access rule put the networks out of action for a half-hour each evening and, with the network syndication and financial interest rules, helped the independents establish "strong anchor positions early in the evening."

PTAR no longer seems in danger of repeal, but the commission's proposal to lift the two other bans has created widespread concern among the independents. Land says he gets far more calls about this from his members than about any other subject.

Both sides have amassed large quantities of ammunition that go to the heart of the independent business.

One of the items in the networks' arsenal is a study that seems, on its face, to support the network claim that the programing at issue in the FCC proceeding has not, repeat not, been a factor in the growth of independents and therefore is irrelevant to the outcome.

This is a tracking of ratings, compiled by NBC, to show that since 1971—just before the syndication and financial interest rules went into effect—all the real growth in independents' share of audience has come from new and improved UHF facilities and better UHF reception, not from the independent V's.

If post-rules programs had been vital to the independents' gains, according to this argument, the old-line, "classic" VHF independents—well established and for the most part in the forefront of buying big off-network hits—should have shown a sharp rise in audience share after the rules took effect. Yet, in fact, the networks contend, Nielsen ratings in the top 20 markets show that the average VHF independent has done no better than hold its own—and that in both early fringe, the most lucrative daypart for independents, and late fringe its share has actually declined.

Thus, according to the NBC compilation, the average independent V in the top 20 markets went from a 23.5 share in early fringe in 1971 to a 22.5 share in 1976 and a 21.0 share in 1982 (shares are from Nielsen figures for February of each year). In late fringe, the average independent V in the top 20 markets went from 16.3 in 1971 to 12.3 in 1976 and back as far as 13.8 in 1982. Actually, according to these figures, the 13.8 average in 1982 was a 10th of a point below the average in 1966.

On the other hand, this study shows, the average UHF independent in the same markets rose from a 7.4 share in early fringe in 1971 to a 10.6 in 1976 and a 13.5 in 1982, while its late-fringe shares went from a 3.2 to a 3.3 and, in 1982, a 7.1.

By these figures, between 1971 and 1982, the average independent V's share declined 10.6% in early fringe and 15.3% in late fringe, while corresponding U's shares increased 82.4% and 121.9%.

In fact, the figures say, during five years (1966-1971) before the rules went into effect, the average independent V increased its share by 8% in early fringe and by 17% in late fringe, and declines set in after they were adopted.

INTV hoots at this approach. Howard Kamin, INTV marketing vice president, dismisses the "average-station" argument as "sophistry of the highest order," because the lower ratings of newer stations "depress the averages." This approach, he argues, "masks an indisputable trend—independent stations' ratings are significantly higher and network affiliates are down."

Using the same 20 markets and the same end dates (1966 and 1982), Kamin says that the number of independent V's increased to 17 from 15, and the number of independent U's to 30 from six, and he cites ratings data to show that independents' gross share increased 147% on a total-day basis, and by 128% in early fringe and 114% in late fringe.

Kamin also cites a study INTV did early this year comparing ratings and shares of independents with those of affiliates in 37 markets that had independents in 1972. In those 37 markets, according to the analysis, on a 9 a.m. to midnight basis, the gross household rating of independents rose 40% between 1972 and 1982, while the affiliates' gross household rating declined by 11%; the independents' share grew by 31% and the affiliates' share decined by 15%; the average independent station rating went up 2%, from a 4.1 to a 4.2 (held down, INTV says, by lower ratings of the 20 new UHF stations that went on the air in the interim), while the average affiliate rating dropped 11%, from a 9.7 to an 8.6.

"Undoubtedly," Kamin says, "increased competition from cable and the growth in independent stations from 51 in 1972 to 71 in 1982 accounts for this loss in affiliate rating and share." And he feels that "the affiliates' aggressive thrust" for repeal of the rules "is not a reaction to cable but an attempt to blunt the threat that independents represent to the networks."

That argument, like the debate over the rules, is not likely ever to be settled to everybody's satisfaction. But quite apart from the argument and the rules, many independents see programing as a specially promising area these days. They cite the increasing number and success of ad hoc networks in particular and predict that, as one put it, "you're going to see a lot of change taking place in the next year or two as a result of programing." As the INTV presentation says: "People watch programs, not stations." ☐

Programing: the crucial element in the equation

Independent stations are finding innovative solutions to the never ending problem of how to fill the schedule

For independent television station operators, programing is likely to represent the area of most frustrating yet exhilarating challenge in the coming decade. Traditional supplies of off-network series and movies are dwindling as cable's influence grows, and although alternatives are being developed in original syndication and expanded local programing efforts, those, especially the former, bring with them far greater risk than most independents have ever had to face.

In the past year, barter has grown dramatically as a means for financing both original and off-network programing and introduced a new twist into an independent programer's equation for assembling a lineup that works. Programers must exercise far greater caution in choosing among barter programs today or find themselves faced with a serious shortage of advertising inventory.

Despite the uncertainties in such a changing landscape and the threat of regulatory changes that independents believe would seriously undermine what remains of their future supply of off-network programing, station operators contacted in recent weeks seemed overwhelmingly optimistic about their future. Managers at the helm of stations in markets of every size maintain that the key to their success in the past and present—the flexibility to counterprogram network affiliates and the willingness to experiment—will be even more important as their key to success in the future.

Although its effects are not likely to be significantly felt for several years, the most important trend under way in independent programing is investment in first-run syndicated fare. Metromedia Inc., which last week announced plans to co-produce original movies with Time Inc.'s HBO for airing on a prime time entertainment network (see "Top of the Week"), is leading the way in clearing and producing first-run programing. In addition to giving major-market clearances to new episodes of MGM/UA's *Fame* and D.L. Taffner Ltd.'s *Too Close For Comfort*, the company is the largest equity partner in The Bennett Group's *Breakaway*, owner of 25% of TeleRep Program Enterprises' *Starsearch* and a partner in MGM/UA-InterMedia Entertainment's *Thicke of the Night*.

At Metromedia's WNEW-TV New York, eight of 10 new programs to go on the air this fall will be first run, according to John Von Soosten, vice president and program manager. That compares with three new first run vehicles and two new off-network series added last fall.

The push toward more first-run programing is in part hedge against the possibility of repeal of the FCC's financial interest and syndication rules, according to Robert Bennett, president of Metromedia Broadcasting and Production, but it is also part of a drive for higher ratings. *Fame* has a good chance at averaging a 10 rating on most stations set to carry it, he said, and that is double what many independents capture now in prime time. If *Thicke of the Night* is a hit, Metromedia and stations airing it will have a 90-minute block five days each week in which to sell advertising at premium rates. "*Thicke* isn't a program," said Bennett, "it's a daypart."

Although Von Soosten and many other programers regard the growth of first-run series on independent stations as a "healthy trend," there is nonetheless considerable concern among programers about the risks involved. Unlike network affiliates, independents must fill an entire program day, every day, with fare they have purchased from a variety of sources. The shrinking supply of successful off-network series "is a serious problem," said Lucie Salhany, vice president for programing, Taft Broadcasting and Cable, while the risks involved in first-run production "are tremendous." To be able to develop first-run programing on their own, independents will have to band together into a variety of buying and production consortiums, she said.

Still, independents are facing the challenge of tremendous change in their programing sources from a position of strength. According to figures from A.C. Nielsen Co., compiled by the Association of Independent Television Stations, the average prime access audience share for independent stations in the top 20 markets grew six points from February 1979 to February 1983, while the average combined share of affiliated stations dropped eight points. In early fringe, independents in those markets gained four share points on average while affiliates lost five and in late night, independents gained six points while affiliates lost 13. In prime time, where independents are just beginning to make headway, their average gain was one point, while affiliates' loss was five points.

Better selection and promotion of prime time movies, improved prime time newscasts and increased use of specials, such as movies from Operation Prime Time and the SFM Holiday Network are most often cited by programers as the source of higher ratings. Alan Bell, vice president and general manager at Cox Broadcasting's KTVU(TV) Oakland, Calif., believes the use of prime time specials by independents will increase substantially in the coming years. "Independents are ready to try things," he said.

Despite the risk, greater use of original programing will help further blur the difference between independent and affiliate stations in the viewers' minds in the coming years, said Bell. "We are seeing a process of equalization get under way."

While the major effects of buying consortiums, networking attempts and co-produc-

Hal Linden ☐ Outstanding special classification of outstanding individual achievement—performers, *FYI* (ABC).

Michael Bronson, Clemente D'Alessio and Samuel Elfert ☐ Outstanding program achievement in the performing arts—producers [a tie]. *Hansel and Gretel: Live from the Met* and *Zubin and the I.P.O.* (PBS and NBC, respectively).

Jay David Saks ☐ Outstanding individual achievement in any area of the performing arts—audio, *Hansel and Gretel: Live from the Met* (PBS).

Zubin Mehta ☐ Outstanding individual achievement in the performing arts—performers, *Zubin and the I.P.O.* (NBC).

Technical crafts

Dick Schneider ☐ Outstanding achievement in the coverage of special events—producers, *Macy's Thanksgiving Day Parade* (NBC).

Terry Rohnke, Mike Bennett, Carl Eckett, Eric Eisenstein, Barry Frischer, Bill Goetz, Steve Gonzalez, Dave Hagen, John Hillyer, Gene Martin, Don Mulvaney, John Pinto ☐ Outstanding individual achievement in the coverage of special events—technical direction/electronic camerawork, *Macy's Thanksgiving Day Parade* (NBC).

Robert Ryan ☐ Outstanding individual achievement in cinematography, *Lorne Greene's New Wilderness* (SYN).

Les Brown ☐ Outstanding individual achievement in film editing, *Lorne Greene's New Wilderness* (SYN).

John N. Castaldo ☐ Outstanding individual achievement in audio, *Donahue* (SYN).

Jack Urbont ☐ Outstanding individual achievement in musical composition/direction, *Lorne Greene's New Wilderness* (SYN).

Nicholas Hutak ☐ Outstanding achievement in lighting direction, *Remote: Franconia Notch* (CBS).

ACT announces award winners

KGO-TV San Francisco and WBZ-TV Boston were the commercial television winners at Action for Children's Television's annual awards ceremonies.

At Boston festivities marking the organization's 15th birthday, KGO-TV received an award for *Dudley's Diner*, which ACT said takes a "kids-eye look at the world with wit and wisdom," and WBZ-TV won for *Superkids*, which ACT praised for "exploring the activities that make all children super kids."

There were four cable TV prize winners. Home Box Office was honored for "acknowledging the pay movie channel's young audience" with *Fraggle Rock*, and *Learning Corporation of America Short Stories Series*. JBC Productions' *Kids View* was praised for letting young reporters "give a fresh twist to an interview format." Warner Amex Satellite Entertainment Co.'s Nickelodeon service was given an award for *Livewire*, *Kids' Writes*, *Pinwheel* and *Against the Odds*. Youth Vision Inc. was honored for its *Youth Vision Series*, which ACT called a "creative anthology by and for young people."

Public broadcasting awards went to the Agency for Instructional Television's *Give and Take*, the Educational Film Center's *Powerhouse*, Family Communications Inc. for *Mister Roger's Neighborhood* and TVOntario, Toronto, for *The Music Box*.

ACT's Corporate Honor Roll award went to Kellogg Co. for financing the new public TV series *Reading Rainbow*, and special awards were given to the John and Mary R. Markle Foundation, the National Captioning Institute and the Public Broadcasting Service.

The winners in ACT's first TV/radio health spot competition were ABC-TV, for health and nutrition "commercials;" The American Dental Association, for *Chewing Tobacco* and *Don't Get Bad Mouthed*; Baron Productions, for *From Me to You* PSA's; Capital Cities TV Productions, for *Leadfoot*; KATU-TV, Portland, Ore., for the *Great Kids* community PSA campaign, and Professional Media Services and Planned Federation of America, for *Male Involvement in Family Planning*. ☐

Goldilocks. Action for Children's Television bestowed three awards on institutions most responsible for making TV bearable for America's young audiences. L-r: Jane Norman of the National Captioning Institute accepting the Sharing Bear; Peggy Charren, ACT president, holding the Daring Bear, presented to the John and Mary Markle Foundation, and Larry Grossman, Public Broadcasting Service president, accepting the Caring Bear.

Ratings Roundup

With all but two hours of its schedule devoted to reruns, CBS-TV won the prime time ratings for the week ending Sunday, June 19, averaging a 13.1 rating/25.7 share. NBC-TV, which aired six-and-one-half hours of original programing, finished second (12.2/23.8), while ABC-TV, which included three hours of major league baseball and two hours of USFL football in a total of seven hours of original programing, finished third (11/21.6).

Monday Night Baseball on ABC averaged a 9.8 rating/18 share, finishing behind CBS's series lineup as well as NBC's made-for-TV movie, *Bare Essence* (13.5/24). A documentary, *Body Human: The Living Code* (11.8/24) contributed to an overall 15.2/28.3 for CBS that night.

The week's highest-rated original program was a Barbara Walters special (15.8/28), aired Tuesday on ABC, but the network came in second that night overall (13.5/25.1) behind NBC (14.7/27.4), which ran reruns of its series lineup.

On Friday, a United States Football League game averaged a 4.8/10 and contributed to a 5.8/12 average on ABC for the night. NBC won the night, averaging a 14/28.6 with a lineup that included a rebroadcast episode of *Eischied* (15.3/30), a series it has revived for summer replacement.

CBS won Monday, Wednesday, Thursday and Sunday while ABC won Saturday. CBS had 13 programs in the top 30, NBC had 11 and ABC had seven. In the evening news ratings, CBS was first (10.9/25), followed by NBC (8.6/20) and then ABC (7.7/18).

The First 20

1.	*Newhart (R)*	CBS	17.9/31
2.	*Knight Rider (R)*	NBC	17.7/35
3	*Trapper John, M.D. (R)*	CBS	17.4/31
4.	*A-Team (R)*	NBC	17.3/35
5	*Cagney & Lacey (R)*	CBS	17.2/31
6.	*Hill Street Blues (R)*	NBC	17.1/33
7.	*M*A*S*H (R)*	CBS	17.1/31
8	*Jeffersons (R)*	CBS	16.7/31
9	*Archie Bunker's Place (R)*	CBS	16.1/28
10	*Barbara Walters Special (S)*	ABC	15.8/28
11.	*60 Minutes*	CBS	15.7/36
12.	*Simon & Simon (R)*	CBS	15.7/29
13.	*Magnum, P.I. (R)*	CBS	15.3/31
14	*Eischied (R)*	NBC	15.3/30
15.	*ABC Sunday Night Movie:* "Telefon" *(R)*	ABC	15.1/27
16.	*Remington Steele (R)*	NBC	14.7/26
17	*Love Boat (R)*	ABC	14.6/29
18.	*Family Ties (R)*	NBC	14.6/29
19	*CBS Saturday Night Movie: "Love & Bullets" (R)*	CBS	14.4/29
20	*Cheers (R)*	NBC	14.4/26

The Final Five

68	*Bring 'Em Back Alive (R)*	CBS	6.8/14
69	*Seven Brides For Seven Brothers (R)*	CBS	6.6/15
70.	*Voyagers (R)*	NBC	6.6/15
71.	*Monitor*	NBC	5.9/12
72.	*USFL Football Special: "Chicago vs Birm/L.A. vs N.J." (S)*	ABC	4.8/10

- WVNJ-FM Newark, N.J. (100.3 mhz, 24 kw, HAAT: 670 ft.)—Granted assignment of license from Sabre Broadcasting Corp. to Malrite of North Carolina Inc. for $8.5 million ("Closed Circuit," April 11). Sabre is owned by Herbert Salzman (30%), Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). It is also selling WVNJ(AM) Newark, N.J. (see above). Buyer is Cleveland-based owner of six AM's, six FM's and four TV's. It has also purchased WCTI(TV) New Bern, N.C. (see below) and, subject to FCC approval, WXIX-TV Cincinnati. Milton Maltz is chairman and Carl E. Hirsch is president. (BAPLH-830421HW). Action June 7.

- WCTI(TV) New Bern, N.C. (ABC, ch. 12; 316 kw vis., 31 kw aur.; HAAT: 1,923 ft.)—Granted assignment of license from Malrite of North Carolina Inc. to Heritage Broadcasting Co. for $9 million. Seller also bought WVNJ-FM Newark, N.J. (see above). Buyer is recently formed subsidiary of ICI Corp., Detroit-based construction equipment company. Heritage is headed by Mario F. Iacobelli, president (80%), and Robert N. Smith, vice president (20%). Smith is applicant for 39 low-power TV stations. Iacobelli has no other broadcast interests. (BALCT-830421KF). Action June 7.

- WRFD(AM) Columbus-Worthington, Ohio (880 khz, 5 kw-D, DA)—Granted transfer of control of Salem Media of Ohio Inc. from Stuart W. Epperson (51% before; 50% after) to Edward G. Atsinger III (49% before; 50% after). Consideration: $100. Principals: Seller has interest in four AM's and two FM's. Buyer has interest in four AM's and four FM's. (BTC-830414FN). Action June 3.

- WRZK(AM) Algood, Tenn. (1590 khz, 500 w-D)—Granted assignment of license from Dean & Cravens to Manna Broadcasting Co. Inc. for $125,000. Seller is owned by R. Gene Cravens, president, and Fred Warren Dean Jr. (50% each). They have no other broadcast interests. Buyer is equally owned by Dwight Henry, Dr. Kenneth Ray Martin and Dale Edward Jones, who have no other broadcast interests. (BAL-830411FC). Action June 1.

- WINT-TV Crossville, Tenn. (ch. 20; 18.6 kw vis., 3.71 kw aur.; HAAT: 1,800 ft.)—Granted assignment of license from WCPT(TV) Inc. to WINT-TV Inc. for $50,000 plus other considerations. Seller is owned by Cal C. Smith, president (51%), and John A. Cunningham (49%). Smith also owns WRSL-AM-FM Stanford, Ky. Cunningham will become 10% owner of new licensee. Buyer is owned by Larry D. Hudson, president (90%), and John Cunningham (10%). Hudson also owns cable system in Jefferson county, Mo. (BAPLCT-830418KG). Action June 3.

- WDBL-AM-FM Springfield, Tenn. (1590 khz, 1 kw-D; FM: 94.3 mhz, 3 kw, HAAT: 215 ft.)—Granted assignment of license from Middle Tennessee Enterprises Inc. to DBL Broadcasting for $530,000. Seller is owned by H.A. Webster, president, who has no other broadcast interests. Buyer is owned by Terry E. Forcht, who also owns WHIC-AM-FM Hardinsburg and WAIN-AM-FM Columbia, Ky. (BAL,H-830425HZ,GE). Action June 10.

Facilities changes

AM applications

Tendered

- WRDJ (1490 khz) Samson, Ala.—Seeks CP to change frequency to 1350 khz; change hours of operation to day only; change city of license to Daleville, Ala.; change TL, and make changes in ant. sys. Ann. June 13.

- KFBR (1340 khz) Nogales, Ariz.—Seeks CP to increase day power to 500 w. Ann. June 15.

- KLTT (800 khz) Brighton, Colo.—Seeks CP to increase power to 1 kw and install DA-D. Major environmental action under section 1.1305. Ann. June 13.

- WCLB (1540 khz) Camilla, Ga.—Seeks CP to change frequency to 1400 khz; change hours of operation to unlimited by adding night service with 250 w, and make changes in ant. sys. Ann. June 14.

- WTMT (620 khz) Louisville, Ky.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w and install DA-2. Major environmental action under section 1.305.

- WACK (1420 khz) Newark, N.Y.—Seeks modification of CP (BP-801230AE) to make changes in antenna system. Ann. June 17.

- WESC (660 khz) Greenville, S.C.—Seeks CP to increase power to 50 kw. Ann. June 13.

- KWAZ (1460 khz) Lubbock, Tex.—Seeks CP to change city of license to Carlisle, Tex.; change hours of operation to unlimited by adding night service with 500 w; install DA-N; change TL, and make changes in ant. sys. Ann. June 13.

Accepted

- KGMS (1380 khz) Sacramento, Calif.—Seeks modification of CP (BP-21203) to make changes in antenna system: increase antenna efficiency and change parameters. Ann. June 14.

- KBQN (580 khz) Columbus, Ga.—Seeks modification of CP (800825AF) to change TL. Ann. June 14.

- WMPP (1470 khz) Chicago Heights, Ill.—Seeks modification of license to operate by RC from SL. Ann. June 13.

- WSKE (1040 khz) Everett, Pa.—Seeks modification of CP (BP-820715AA) to make changes in ant. sys. Ann. June 15.

- KGAA (1460 khz) Kirkland, Wash.—Seeks modification of CP (20525) to augment standard pattern. Ann. June 14.

FM applications

Tendered

- KHYV-FM Modesto, Calif.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 500 ft., and make changes in ant. sys. Ann. June 17.

- WKTG (93.9 mhz) Madisonville, Ky.—Seeks CP to change ERP to 100 kw and change HAAT to 455 ft. Ann. June 17.

- KGTS (91.5 mhz) College Place, Wash.—Seeks CP to change frequency to 91.5 mhz; change TL, and make changes in ant. sys. Ann. June 17.

Accepted

- KMCK-FM (105.7 mhz) Siloam Springs, Ariz.—Seeks CP to make changes in antenna system; change TL, and change coordinates. Ann. June 14.

- KIIQ-FM (102.7 mhz) Manitou Springs, Colo.—Seeks CP to make changes in antenna system and increase ERP to 100 kw. Ann. June 14.

- *WRAS (88.5 mhz) Atlanta—Seeks to change site; change antenna; change transmission line; change ERP to 30 kw; change HAAT to 423 ft., and change coordinates. Ann. June 14.

- WXXQ (98.5 mhz) Freeport, Ill.—Seeks CP to make changes in antenna system and change ERP to 25 kw. Ann. June 15.

- *KAVT-FM (91.3 mhz) Austin, Minn.—Seeks to change antenna height to 208.5 ft. on existing tower. Ann. June 15.

- WPRB (103.3 mhz) Princeton, N.J.—Seeks CP to change TL; change ERP to 6 kw; change HAAT to 823 ft., and make changes in ant. sys. Ann. June 15.

- WPDH-FM (101.5 mhz) Poughkeepsie, N.Y.—Seeks CP to make changes in antenna system and increase ERP to 4.4 kw. Ann. June 13.

- WSEZ (93.1 mhz) Winston-Salem, N.C.—Seeks CP to make changes in antenna system; change ERP to 100 kw; change HAAT to 243 ft., and change transmitter. Ann. June 14.

- WCLV (95.5 mhz) Cleveland—Seeks CP to make changes in antenna system; increase ERP to 40 kw; decrease HAAT to 580 ft.; change coordinates, and change TL. Ann. June 14.

- KMTB (104.7 mhz) Florence, Ore.—Seeks waiver of section 73.1201 (B)(2) of rules to indentify as "Florence-Corvallis-Eugene." Ann. June 13.

- WNOK-FM (104.7 mhz) Columbia, S.C.—Seeks CP to make changes in antenna system; increase ERP to 98 kw and increase HAAT to 1,004 ft. Ann. June 13.

- KRLY (93.7 mhz) Houston—Seeks modification of CP (BPH-830504AA, as mod.); decrease HAAT to 1,720 ft., and change coordinates. Ann. June 14.

- KHYS (98.5 mhz) Port Arthur, Tex.—Seeks CP to make changes in antenna system; increase ERP to 100 kw, and increase HAAT to 437 ft. Ann. June 13.

- WESD (94.7 mhz) Schofield, Wis.—Seeks CP to change frequency to 94 7 mhz. Ann. June 14.

TV applications

Tendered

- WMKT (ch. 54) Muskegon, Mich.—Seeks MP (BPCT-810918KM) to change ERP to 3,744 kw vis., 374 kw aur., and change TL. Major environmental action. Ann. June 14.

Accepted

- WFYZ (ch. 39) Murfreesboro, Tenn.—Seeks MP to change ERP to 5,000 kw vis., 500 kw aur.; change TL, and change HAAT to 821 ft. Ann. June 14.

AM actions

- KLLE (1110 khz) Marana, Ariz.—Granted MP (BP-811006AB, as mod.) to make changes in antenna system; increase height of tower, and change TL. Action June 10.

- KRED (1480 khz) Eureka, Calif.—Granted CP to make changes in TL. Action June 10.

- WAXE (1370 khz) Vero Beach, Fla.—Granted MP (BP-820505A) to change TL. Action June 10.

- WJJD (1160 khz) Chicago—Granted modification of license to operate by RC from SL. Action June 7.

- KFRM (550 khz) Salina, Kan.—Granted modification of license to operate by RC from SL. Action June 6.

- WSFW (1110 khz) Seneca Falls, N.Y.—Dismissed application for CP to make changes in antenna system and increase height of tower. Action Feb. 24.

- WCPQ (1330 khz) Havelock, N.C.—Granted CP to increase antenna height. Action June 6.

- WGOS (1070 khz) High Point, N.C.—Dismissed application for CP to make changes in antenna system; decrease height of tower, and change TL. Action June 9.

- WCNS (1480 khz) Latrobe, Pa.—Granted CP to change hours of operation to unlimited by adding night service with 1 kw, DA-N (night site). Major environmental action under section 1.1305. Action June 8.

- WHIM (1110 khz) Providence, R.I.—Granted modification of license to operate by RC from SL. Action June 7.

- WSVQ (740 khz) Harrogate, Tenn.—Granted CP to increase power to 1 kw. Action June 9.

FM actions

- KSAA (105.5 mhz) Casa Grande, Ariz.—Granted CP to change TL; decrease ERP to 1.9 kw; change HAAT to 362 ft., and change TPO. Action June 3.

- *KABF (88.3 mhz) Little Rock, Ark.—Dismissed modification of CP (BPED-2617, as mod.) to change TL; change type trans.; change type antenna; decrease HAAT to 642 ft. (H), and change TPO. Action June 8.

- KDES-FM (104.7 mhz) Palm Springs, Calif.—Granted CP to install auxiliary antenna at main TL; ERF: .092 kw; HAAT: 521 ft., and change TPO (for auxiliary purposes only). Action June 10.

- WCHK-FM (105.5 mhz) Canton, Ga.—Granted CP to utilize former main trans. as auxiliary; install auxiliary antenna at main TL to be operated on 3 kw; HAAT: 83 ft., and change TPO (for auxiliary purposes only). Action June 9.

- *WRVG-FM (89.9 mhz) Georgetown, Ky.—Granted CP to change frequency to 89.9 mhz. Action May 25.

- WFMI (100.1 mhz) Winchester, Ky.—Granted CP to decrease ERP to 1.33 kw and increase HAAT to 430 ft.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

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Now it's television's turn for FCC deregulation ◻ 1983 awards issue

Vol. 105 No. 1

Broadcasting Jul 4

A year's worth of Fifth Estate awards □ Many hands on quantification collection □ TV dereg rulemaking set in motion □ Network TV advertising plateau?

FREE THE TV'S □ FCC unanimously approves rulemaking that would deregulate television along the lines of radio. **PAGE 31.**

DATA GATHERING □ House Telecommunications Subcommittee enlists aid of Congressional Research Service to help create form for quantification survey of radio and TV. **PAGE 31.**

WALKING THE LINE □ House Energy and Commerce Committee tells CPB to keep a close watch on National Public Radio's fiscal position, as Hill panel allocates extra $70 million to help public system. **PAGE 34.**

TV NETWORKS AT MAX? □ McCann-Erickson's Coen says advertising on network televison may have reached its peak. ARF seminar reviews new mix of media. **PAGE 37.**

TROUBLE IN PARADISE □ Direct broadcast satellite service and high-definition television are imperiled as development of technical parameters hits snag at RARC conference in Geneva. **PAGE 38.**

AND THE WINNERS ARE... □ From Action for Children's Television to United Press International, a complete review of the past year's awards. **PAGES 41-62.**

VIDEOTEX '83 □ Three-day conference in New York brings over 1,000 to hear a status report on videotext. Attendees are treated to discussions on computers, advertising, test results and privacy guidelines. **PAGES 63-66.**

CARIBBEAN PIRATES □ U.S. representatives will meet next month with Caribbean officials to discuss unauthorized reception of satellite program services. **PAGE 66.**

SATBIZ □ Intelsat unveils plans for international business communications using worldwide satellite system. **PAGE 67.**

BULLISH ON FOURTH □ Paramount TV's Goldhammer says fourth network will definitely become reality; says advertising will be there. **PAGE 70.**

SWEEP QUANDRY □ A look at all three network tabulations for the May sweeps. **PAGES 70-73.**

SURVIVOR'S CELEBRATION □ Public television stations officials hear call for unity at annual conference and congratulatory words for meeting fiscal shortfall challenges. **PAGE 74.**

PEACE PIPE □ Relations between CBS management and news division calm down after blowup over budget cuts. **PAGE 76.**

NPR'S RESCUE □ Member stations approve CPB loan plan to solve financial crisis. **PAGE 78.**

MARCHING IN NEW ORLEANS □ Annual conference of Broadcast Designers Association and Broadcasters Promotion Association declared resounding success by its leaders. **PAGE 80.**

TV'S GRANDE DAME □ Dorothy Fuldheim has been around the world and then some, lecturing and gathering tidbits of great help to her in her second career, begun 36 years ago at a Cleveland television station. **PAGE 103.**

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Paramount lining up first-run buyers

"The 'fourth network' is inevitable," declared John E. Goldhammer, senior vice president for programing at Paramount Television. "It's just a question of when, and that depends on the advertisers."

Goldhammer told BROADCASTING in an interview last week that Paramount has "an incredible commitment to first-run television, and it's really starting to pay off. There is no question that the advertisers are interested." The Paramount executive revealed that his company is going ahead with production of *Taking Advantage*, a first-run weekly series set to debut next fall and sold in more than 100 markets, including New York, Chicago, and "close to being signed" in Los Angeles.

The half-hour "financial lifestyles program," as Goldhammer calls it, is a joint venture with McGraw-Hill, publisher of *Business Week* magazine. Paramount has hired Jim Crum, who co-produced *People's Court* for Telepictures, to produce the series, which will have access to editorial material gathered by *Business Week*, in addition to a large production staff of its own. "Our goal is weekend access," Goldhammer, "coming out of news."

Taking Advantage will be satellite-delivered, as is Paramount's co-production of *Entertainment Tonight* and *Entertainment This Week*, entering their third year with clearances on 133 stations. All outlets but one receive *Entertainment Tonight* via satellite.

Goldhammer claims *Entertainment Tonight*, produced in tandem with a weekly wrap-up show, represents the most expensive budget ever mounted for a syndicated strip. "It has the largest nonnetwork news staff ever assembled on a national level," he asserted, including 110 full-time employes in Hollywood, 16 full timers in New York, and stringers in Miami, Nashville, Atlanta, Chicago and London.

The most successful first-run series on the current Paramount roster, in terms of clearances, is *Solid Gold*, airing in 214 U.S. markets and 54 foreign countries. Goldhammer said he doubts if the three-year-old series will be used by NBC affiliates to replace the news magazine, *Monitor*, scheduled to go against *60 Minutes* at 7-8 p.m. Sundays NYT next fall. "It would be very difficult," he explained, "because *Solid Gold* is in so many markets already. You'd have to take it away from an incumbent. We don't do that."

Deciphering the sweeps

The pieces of the Arbitron May sweeps puzzle are laid out in the table on pages 71-73. The puzzle originated when the three networks, extracting and adding up Arbitron's market-by-market prime time ratings, came up with totals significantly different to produce three different network rankings. Thus NBC was first according to NBC and ABC arithmetic; CBS was first according to CBS's, second according to NBC's and third according to ABC's, while ABC was third according to NBC and CBS but second according to ABC (BROADCASTING, June 27).

The networks never agree completely in their sweeps arithmetic, but the differences usually do not affect rankings. The accompanying table, showing the market-by-market ratings extracted by each network, undertakes to show *where* some of the differences occurred, if not *why*.

There are some methodology differences. CBS does its compilation by hand; NBC works partially by hand, and ABC works from Arbitron computer tapes.

In the table, household numbers are in thousands (add 000) per average quarter-hour (8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday. Boldface numbers indicate market winners.) CBS and NBC compilations include local programing; ABC's does not. A dash (—) indicates no primary affiliate in market. Asterisk indicates affiliation change between May 1982 and 1983 sweeps. The networks sometimes refer to hyphenated markets differently. The 1983 sweep period was April 27-May 24. (Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas.) The 1982 May sweeps appeared in BROADCASTING, July 12, 1982. ☐

Group W
Satellite Communications
Brings you
AMERICA!
Washington D.C.
Nashville
SEATTLE

Three-for-all. Group W Satellite Communications was host June 26 at a reception and concert that attracted some 700 from Washington's communications corps. On the scene (l to r): *(top photo)* Dan Ritchie, chairman, Group W Broadcasting and Cable; columnist Art Buchwald; country entertainer Charlie Daniels, whose band was featured in the concert; Father Daniel Gatti, winner of an award from the Vincent T. Lombardi Cancer Research Center, which benefitted from the evening's entertainment, and Group W Satellite President Jonathan Hayes; *(above left)* Charles T. Marck of Dow Chemical, House Minority Leader Bob Michel (R-Ill.) and Bill Baker, chairman of GWSC; *(above right)* Senator Edward Zorinsky (D-Neb.) being greeted by GWSC Executive Vice President Harlan Rosenzweig.

The May Sweeps: Abilene-Fort Wayne

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)			NBC's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	15	14	**25**	15	14	**25**	15	14	**25**
Albany, Ga. (149)	6	—	**56**	6	—	**56**	—	—	**56**
Albany-Schenectady-Troy, N.Y. (52)	67	**76**	63	67	**78**	63	67	**78**	63
Albuquerque, N.M. (68)	**57**	41	46	**57**	42	46	**57**	42	46
Alexandria, La. (174)	—	—	**35**	—	—	**35**	—	—	**35**
Alexandria, Minn. (166)*	—	**30**	—	—	**30**	—	—	**30**	—
Alpena, Mich. (209)	—	**6**	—	—	**6**	—	—	**6**	—
Amarillo, Tex. (113)	**30**	24	26	**30**	24	25	**30**	24	25
Anniston, Ala. (192)	—	**15**	—	—	**15**	—	—	**15**	—
Ardmore-Ada, Okla. (172)	12	**19**	—	12	**19**	—	12	**19**	—
Atlanta (15)	**160**	**160**	144	**162**	**162**	139	**162**	**162**	139
Augusta, Ga. (103)	**49**	40	22	**49**	40	22	**49**	40	22
Austin, Tex. (85)	33	**52**	31	33	**52**	30	33	**52**	30
Bakersfield, Calif. (150)	**22**	18	21	**22**	18	21	**22**	18	21
Baltimore (20)	**168**	146	160	**163**	148	162	**163**	148	162
Bangor, Me. (156)	17	**24**	20	17	**24**	20	17	**24**	20
Baton Rouge (92)	**62**	54	35	**62**	55	34	**62**	59	34
Beaumont-Port Arthur, Tex. (121)	32	**39**	37	31	**38**	37	31	**38**	37
Bend, Ore. (204)	—	—	**4**	—	**5**	—	—	—	**5**
Billings-Harding, Mont. (167)	13	**15**	8	13	**15**	8	13	**15**	8
Biloxi-Gulfport-Pascagoula, Miss. (179)	**33**	—	—	**33**	—	—	**33**	—	—
Binghamton, N.Y. (135)	11	**44**	17	11	**45**	17	11	**45**	17
Birmingham, Ala. (47)	**105**	37	102	**107**	37	101	**107**	37	101
Bluefield-Beckley-Oak Hill, W.Va. (131)	27	—	**31**	27	—	**31**	27	—	**31**
Boise, Idaho (126)	21	20	**24**	20	20	**24**	20	20	**24**
Boston (6)	**297**	244	275	**294**	244	272	**276**	244	272
Bowling Green, Ky. (185)	**23**	—	—	**23**	—	—	**23**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (84)	23	52	**69**	22	53	**69**	22	53	**69**
Buffalo, N.Y. (32)	**101**	**101**	94	100	**102**	91	100	**102**	91
Burlington, Vt. (94)	17	**47**	28	17	**47**	36	17	**47**	28
Casper-Riverton, Wyo. (180)	**13**	9	2	**13**	9	2	**13**	9	2
Cedar Rapids-Waterloo, Iowa (76)	51	42	**53**	51	43	**53**	46	43	**53**
Charleston, S.C. (111)	34	**43**	35	34	**43**	35	34	**43**	35
Charleston-Huntington, W.Va. (43)	68	84	**118**	67	85	**117**	67	85	**117**
Charlotte, N.C. (31)	103	**108**	48	101	**110**	48	101	**110**	48
Chattanooga, Tenn. (79)	**53**	52	46	**54**	52	45	**54**	52	45
Cheyenne, Wyo. (189)	—	**16**	—	—	**17**	—	—	**17**	—
Chicago (3)	439	354	**488**	435	358	**480**	435	358	**480**
Chico-Redding, Calif. (140)	**27**	21	—	**27**	21	—	**27**	21	—
Cincinnati (28)	**118**	104	104	**115**	106	110	**115**	106	110
Clarksburg-Weston, W.Va. (168)	—	**22**	19	—	**22**	19	—	**22**	19
Cleveland (9)	**251**	201	236	**251**	203	234	**251**	203	234
Colorado Springs-Pueblo (104)	**41**	35	36	**41**	35	34	**41**	35	34
Columbia, S.C. (90)	27	26	**72**	27	27	**72**	**72**	27	27
Columbia-Jefferson City, Mo. (139)*	27	**30**	19	26	**31**	19	19	**31**	26
Columbus, Ga. (112)	37	**43**	18	37	**43**	18	18	**43**	37
Columbus, Ohio (35)	109	**115**	111	107	**115**	108	108	**115**	107
Columbus-Tupelo, Miss. (143)	—	25	**46**	—	25	**46**	—	25	**46**
Corpus Christi, Tex. (136)	**27**	22	21	**26**	22	21	**26**	22	21
Dallas-Fort Worth (10)	206	**207**	171	204	**208**	167	204	**208**	167
Davenport, Iowa-Rock Island-Moline, Ill. (73)	50	52	**56**	50	53	**56**	50	53	**56**
Dayton, Ohio (49)	69	**97**	74	71	**99**	73	71	**99**	73
Denver (19)	130	125	**142**	127	127	**139**	127	127	**139**
Des Moines (65)	50	**62**	52	49	**63**	51	49	**63**	51
Detroit (7)	**325**	276	302	**324**	280	284	**324**	280	284
Dothan, Ala. (159)	11	**42**	—	11	**43**	—	11	**42**	—
Duluth, Minn.-Superior, Wis. (114)	**31**	29	25	**30**	**30**	24	**30**	**30**	24
El Centro, Calif.-Yuma, Calif. (178)	4	—	**6**	4	—	**6**	4	—	**6**
Elmira, N.Y. (164)	11	—	**13**	11	—	**13**	11	—	**13**
El Paso, Tex. (106)	24	24	**31**	24	25	**31**	24	25	**31**
Erie, Pa. (144)	27	21	**38**	26	21	**38**	26	21	**38**
Eugene, Ore. (122)*	28	**32**	14	28	**32**	14	28	**32**	14
Eureka, Calif. (181)	**10**	**10**	—	**10**	**10**	—	**10**	**10**	—
Evansville, Ind. (88)	**53**	39	40	**53**	40	40	**53**	40	40
Fargo, N.D. (108)	24	28	**32**	24	28	**32**	24	28	**32**
Farmington, N.M. (202)	—	—	**4**	—	—	**4**	—	—	**4**
Flint-Saginaw-Bay City, Mich. (53)	83	43	**92**	82	44	**91**	82	44	**91**
Florence, S.C. (147)	19	**52**	—	19	**53**	—	19	**53**	—
Fort Myers-Naples, Fla. (117)	21	**39**	24	20	**38**	24	20	**38**	24
Fort Smith, Ark. (148)	15	**31**	15	15	**32**	15	15	**32**	15
Fort Wayne, Ind. (93)	**43**	36	39	**40**	37	38	**40**	37	38

The May Sweeps: Fresno-Panama City

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)			NBC's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Fresno, Calif. (63)	45	**48**	46	45	**48**	46	45	**48**	46
Gainesville, Fla. (170)	**19**	—	—	**19**	—	—	**19**	—	—
Glendive, Mont. (210)	—	**2**	—	—	**2**	—	—	**2**	—
Grand Junction, Colo. (186)	7	**14**	—	7	**13**	—	7	**13**	—
Grand Rapids-Kalamazoo, Mich. (37)	**91**	81	86	**89**	81	**85**	**89**	81	85
Great Falls, Mont. (177)	**12**	—	11	**12**	**13**	—	12	**13**	—
Green Bay, Wis. (69)	**64**	52	60	**64**	53	60	**64**	53	60
Greensboro-Winston Salem, N.C. (51)	71	**87**	76	70	**89**	74	70	**89**	74
Greenville-New Bern, N.C. (100)	31	50	**54**	31	50	**56**	31	50	**56**
Greenville-Spartanburg, S.C. (39)	84	98	**104**	84	99	**104**	84	99	**104**
Greenwood-Greenville, Miss. (175)	**27**	10	—	**27**	10	—	**27**	10	—
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	59	53	**102**	59	79	**101**	59	71	**101**
Harrisonburg, Va. (195)	**20**	—	—	**20**	—	—	**20**	—	—
Hartford-New Haven, Conn. (24)	116	**143**	69	115	**146**	67	115	**146**	67
Helena, Mont. (206)	—	—	**4**	—	—	**5**	—	—	**5**
Houston (11)	**192**	189	177	**191**	**191**	176	**191**	**191**	176
Huntsville-Decatur-Florence, Ala. (91)	40	**50**	42	40	**51**	41	40	**51**	41
Idaho Falls-Pocatello (157)	13	**16**	**16**	13	**16**	**16**	13	**16**	**16**
Indianapolis (23)	**142**	130	122	**141**	131	121	**141**	131	121
Jackson, Miss. (86)	28	53	**65**	27	53	**65**	27	53	**65**
Jackson, Tenn. (183)	**28**	—	—	**27**	—	—	**27**	—	—
Jacksonville, Fla. (62)	56	**76**	49	55	**76**	48	55	**76**	48
Johnstown-Altoona, Pa. (83)	0	58	**79**	0	59	**77**	0	59	**77**
Jonesboro, Ark. (173)	**30**	—	—	**30**	—	—	**30**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)*	28	**31**	22	28	**32**	21	28	**32**	21
Kansas City, Mo. (27)	109	**114**	101	108	**116**	111	108	**116**	111
Knoxville, Tenn. (58)	**78**	86	44	78	**91**	43	78	**91**	43
La Crosse-Eau Claire, Wis. (133)	15	**31**	35	15	31	**34**	15	31	**34**
Lafayette, Ind. (191)	—	**12**	—	—	**12**	—	—	**12**	—
Lafayette, La. (112)	39	**58**	—	39	**59**	—	39	**59**	—
Lake Charles, La. (162)	—	—	**37**	—	—	**37**	—	—	**37**
Lansing, Mich. (98)	—	**50**	39	—	**51**	38	—	**51**	38
Laredo, Tex. (199)	—	**4**	**4**	—	4	**5**	—	4	**5**
Las Vegas (102)	28	28	**31**	28	29	**31**	28	29	**31**
Laurel-Hattiesburg, Miss. (163)	—	—	**31**	—	—	**31**	—	—	**31**
Lexington, Ky. (78)	44	**53**	45	43	**53**	42	43	**53**	42
Lima, Ohio (193)	—	—	**15**	—	—	**14**	—	—	**14**
Lincoln-Hastings-Kearney, Neb. (89)	30	**47**	14	30	**47**	14	30	**47**	14
Little Rock, Ark. (54)	**84**	79	83	**84**	79	82	**84**	79	82
Los Angeles (2)	560	450	**584**	560	485	**578**	560	485	**578**
Louisville, Ky. (44)	69	94	**103**	67	93	**102**	67	93	**102**
Lubbock, Tex. (134)	17	23	**26**	17	23	**27**	17	23	**27**
Macon, Ga. (138)	17	**36**	15	17	**37**	15	17	**37**	15
Madison, Wis. (101)	27	**39**	34	27	**39**	34	27	**39**	34
Mankato, Minn. (197)	—	**11**	—	—	**11**	—	—	**11**	—
Marquette, Mich. (182)	—	**19**	—	—	**19**	—	—	**19**	—
McAllen-Brownsville, Tex. (124)				**23**	20	12	**23**	20	12
Medford, Ore. (152)	**27**	—	23	**27**	25	—	**27**	—	25
Memphis (36)	69	**111**	99	65	**110**	98	65	**110**	98
Meridian, Miss. (171)*	**23**	10	—	**23**	10	4	**23**	10	4
Miami (13)	**163**	159	158	**161**	**161**	157	**161**	**161**	157
Milwaukee (29)	102	103	**106**	102	102	**103**	102	102	**103**
Minneapolis-St. Paul (14)	**172**	166	128	**169**	168	124	**169**	168	124
Minot-Bismarck-Dickinson, N.D. (142)	—	23	**32**	—	22	**31**	—	22	**31**
Missoula-Butte, Mont. (154)	**26**	—	20	—	**28**	20	**28**	—	20
Mobile, Ala.-Pensacola, Fla. (61)	56	**80**	61	56	**80**	61	56	**80**	61
Monroe, La.-El Dorado, Ark. (105)	11	**53**	23	11	**53**	23	11	**53**	23
Montgomery, Ala. (119)	18	22	**60**	17	22	**59**	17	22	**59**
Nashville, Tenn. (30)	89	**136**	48	88	**138**	124	88	**138**	124
New Orleans (32)	89	**118**	107	89	**119**	107	89	**119**	107
New York (1)	940	778	**1,042**	930	788	**1,026**	930	788	**1,026**
Norfolk-Portsmouth, Va. (46)	62	**80**	77	62	**81**	77	62	**81**	77
North Platte, Neb. (208)	—	—	**6**	—	—	**6**	—	—	**6**
Odessa-Midland, Tex. (145)*	19	**24**	17	19	**24**	17	19	**24**	17
Oklahoma City (40)	64	**84**	69	62	**85**	68	62	**85**	68
Omaha (70)	**67**	59	59	**67**	60	58	**67**	60	58
Orlando-Daytona Beach, Fla. (33)	**106**	97	**106**	**106**	99	105	**106**	99	105
Ottumwa, Iowa-Kirksville, Mo. (201)	**19**	—	—	**19**	—	—	**19**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (72)	33	**74**	54	32	**75**	54	32	**75**	54
Palm Springs, Calif. (188)	**6**	—	5	**7**	—	5	**7**	—	5
Panama City, Fla. (176)	19	—	**22**	19	—	**22**	19	—	**22**

The May Sweeps: Parkersburg-Zanesville

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)			NBC's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Parkersburg, W.Va. (194)	—	—	**7**	—	—	**4**	—	—	**7**
Peoria, Ill. (99)	36	33	**38**	35	33	**36**	35	33	**36**
Philadelphia (4)	**452**	356	396	**451**	362	381	**451**	362	381
Phoenix (25)	98	101	**105**	98	99	**103**	98	99	**103**
Pittsburgh (12)	**243**	203	164	**241**	200	162	**241**	200	162
Portland, Ore. (22)	**116**	106	110	**116**	115	109	**116**	115	109
Portland-Poland Spring, Me. (77)	**52**	39	43	**51**	39	43	**51**	39	43
Presque Isle, Me. (200)	—	**8**	—	—	**8**	—	—	**8**	—
Providence, R.I.-New Bedford, Mass. (41)	89	72	**103**	89	74	**103**	89	74	**103**
Quincy, Ill.-Hannibal, Mo. (153)	—	**31**	**31**	—	**31**	**31**	—	**31**	**31**
Raleigh-Durham, N.C. (38)	**95**	84	32	**95**	85	32	**95**	85	32
Rapid City, S.D. (161)	13	—	**23**	13	—	**24**	13	—	**24**
Reno (125)	**24**	18	19	**24**	18	19	**24**	18	19
Richmond, Va. (56)	56	**75**	67	56	**76**	65	56	**76**	65
Roanoke-Lynchburg, Va. (66)	40	**71**	57	40	**72**	58	40	**72**	58
Rochester, Minn.-Mason City, Iowa (141)	22	19	**24**	22	19	**23**	22	19	**23**
Rochester, N.Y. (71)	49	48	**52**	**50**	49	**50**	**50**	49	**50**
Rockford, Ill. (109)	**31**	27	30	**31**	28	29	**31**	28	29
Roswell, N.M. (184)	—	**13**	—	—	**14**	—	—	**14**	—
Sacramento-Stockton, Calif. (21)	121	102	**135**	121	101	**131**	121	101	**131**
St. Joseph, Mo. (190)	**14**	—	—	**14**	—	—	**14**	—	—
St. Louis (18)	152	**161**	155	152	**163**	156	152	**163**	156
Salinas-Monterey, Calif. (110)	—	—	—	**44**	19	27	**44**	19	27
Salisbury, Md. (165)	9	**18**	—	9	18	—	9	**18**	—
Salt Lake City (42)	83	86	**78**	82	**87**	83	82	**87**	83
San Angelo, Tex. (196)	—	**9**	—	—	**9**	—	—	**9**	—
San Antonio,Tex. (45)	72	**76**	59	73	**79**	60	73	**79**	60
San Diego (26)	**86**	84	66	**86**	85	65	**86**	85	65
San Francisco (5)	246	246	**253**	246	250	**251**	246	250	**251**
San Jose (110)	**44**	19	27						
Santa Barbara-Santa Maria, Calif. (116)	**20**	18	17	**20**	18	17	**20**	18	17
Savannah, Ga. (107)*	30	**40**	24	30	**41**	24	30	**41**	24
Seattle-Bellingham-Tacoma (16)	141	109	**151**	141	112	**149**	141	121	**149**
Selma, Ala. (207)	—	**6**	—	—	**6**	—	—	**6**	—
Shreveport, La.-Texarkana, Tex. (55)	73	**78**	65	72	**79**	64	72	**79**	64
Sioux City, Iowa (137)	**32**	11	27	**31**	11	27	**31**	11	27
Sioux Falls-Mitchell, S.D. (95)	16	**57**	34	16	**57**	35	16	**57**	35
South Bend-Elkhart, Ind. (80)	48	55	**60**	48	55	**59**	48	55	**59**
Spokane, Wash. (75)	48	48	**51**	47	48	**51**	47	48	**51**
Springfield, Mass. (96)	42	—	**44**	41	—	**44**	41	—	**44**
Springfield, Mo. (82)	21	47	**59**	20	48	**59**	20	48	**59**
Springfield-Decatur-Champaign, Ill. (74)	45	53	**59**	45	53	**58**	45	53	**58**
Syracuse, N.Y. (67)	50	61	**70**	49	63	**70**	49	63	**70**
Tallahassee, Fla. (127)	12	**47**	—	12	**48**	4	18	**48**	4
Tampa-St.Petersburg-Sarasota (17)	169	**170**	148	164	**173**	140	164	**172**	140
Terre Haute, Ind. (123)	12	**38**	36	12	**38**	35	12	**38**	35
Toledo, Ohio (60)	59	78	**84**	58	78	**84**	58	78	**84**
Topeka, Kan. (145)	19	**24**	17	—	**29**	25	—	**29**	25
Traverse City-Cadillac, Mich. (132)	17	**42**	32	17	**42**	32	17	**42**	32
Tucson, Ariz. (87)	**41**	37	39	**41**	36	39	**41**	36	39
Tulsa, Okla. (57)	**84**	66	63	**83**	67	58	**83**	67	58
Tuscaloosa, Ala. (187)	—	**9**	—	—	**9**	—	—	**9**	—
Twin Falls, Idaho (203)	—	—	**10**	—	—	**10**	—	—	**10**
Tyler, Tex. (160)	**42**	—	—	**42**	—	—	**42**	—	—
Utica, N.Y. ((158)	15	—	**24**	15	—	**24**	15	—	**24**
Victoria, Tex. (205)	4	—	**5**	4	—	**5**	4	—	**5**
Waco-Temple, Tex. (97)	**47**	—	**47**	**46**	—	37	**46**	—	37
Washington, D.C.-Hagerstown, Md. (8)	213	193	**269**	212	196	**268**	212	196	**268**
Watertown-Carthage, N.Y. (169)	—	**17**	—	—	**17**	—	—	**17**	—
Wausau-Rhinelander, Wis. (130)	26	**37**	12	25	**38**	12	25	**38**	12
Weslaco-Harlingen, Tex. (124)	**23**	20	12						
West Palm Beach-Ft. Pierce, Fla. (64)	35	17	**49**	34	16	**49**	34	16	**49**
Wheeling, W.Va.-Steubenville, Ohio (129)	—	43	**47**	—	44	46	—	44	**46**
Wichita-Hutchinson, Kan. (59)	53	**62**	59	54	**63**	58	**64**	63	58
Wichita Falls-Lawton (128)	22	**25**	22	22	**25**	22	22	**25**	22
Wilkes Barre-Scranton, Pa. (50)	**87**	51	79	**87**	52	78	**87**	52	78
Wilmington, N.C. (151)	25	—	**54**	26	—	**53**	26	—	**53**
Yakima, Wash. (120)	21	**29**	22	21	**30**	23	21	**30**	23
Youngstown, Ohic (81)	45	**58**	51	44	**59**	51	44	49	**51**
Zanesville, Ohio (198)	—	—	**9**	—	—	**9**	—	—	**9**

of CP (BP-800110AB) to make changes in ant. sys. and modify standard pattern. (BMP-830613AM) Ann. June 21.

■ WXVA (1550 khz) Charlestown, W. Va.—Seeks CP to make changes in ant. sys. (increase antenna height). (BP-830615 AD) Ann. June 21.

FM applications

Tendered

■ KFXZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change TL; change ERP; 50 kw H&V; HAAT: 2556 ft. and make changes in ant. sys. Ann. June 21.

■ KGBR-FM (102.5 mhz) Hillsboro, Tex.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 548.9 ft. and make changes in ant. sys. Major environmental action under section 1.1305. (830610AE) Ann. June 21.

Accepted

■ WRSA (96.9 mhz) Decatur, Ala.—Seeks CP to make changes in ant. sys.; change HAAT to 1,127 ft. (BPH-830607AG) Ann. June 21.

■ KUUZ (95.9 mhz) Lake Village, Ark.—Seeks waiver of section 73.1201 (B) (2) of rules to identify as "Greenville, Mississippi." (BMPH-830608AF) Ann. June 23.

■ KPEN (97.7 mhz) Los Altos, Calif.—Seeks CP to make changes in ant. sys.; increase ERP to 2.99 kw; decrease HAAT to 303 ft., and change coordinates. (BMPH-830609AA) Ann. June 21.

■ KWOD (106.5 mhz) Sacramento, Calif.—Seeks CP to make changes in ant. sys. and increase HAAT to 420 ft. (BPH-830616AA) Ann. June 23.

■ WIRE-FM (107.3 mhz) Greensburg, Ind.—Seeks waiver of section 73.1201 (B) ((a) of rules to identify as "Columbus, Indiana." Ann. June 21.

■ KSMB (94.5 mhz) Lafayette, La.—Seeks to change name of license communication Broadcasting Inc. to Radio KSMB Inc. and Sugarland Broadcasting Inc. to Communications Broadcasting Corp. (BMPH-830608AF) Ann. June 21.

■ WRNO-FM New Orleans—Seeks CP to make changes in ant. sys.; decrease ERP to 27.5 kw; increase HAAT to 1004 ft.; change TL; change coordinates (BPH-830614AD) Ann. June 21.

■ KZIN-FM (96.3 mhz) Shelby, Mont.—Seeks modification of CP (BPH-811013AU, as mod.); decrease HAAT to 550 ft. (BMPH-830615AA). Ann June 23.

■ WCIO (94.3 mhz) Smithtown, N.Y.—Seeks CP to make changes in ant. sys.; change ERP to 12.53 kw; change HAAT to 430 ft.; increase tower height to 440 ft.; change coordinates. (BPH830613AK) Ann. June 21.

■ *WKNC-FM (88 1 mhz) Raleigh, N.C.—Seeks CP to make changes in ant. sys., replace existing tower with one 20 ft. taller, increase HAAT to 260 ft.; replace transmission line, increase TPO to 1.03 kw; increase ERP from 2.9 kw to 3 kw, change coordinates. (BPED-830613AI). Ann. June 21.

■ KHFI-FM (98.3 mhz) Austin, Tex.—Seeks CP to make changes in ant. sys.; change ant. location and type, transmission line and TL; change ERP to 1.3 kw, change coordinates. (BPH-830613A) Ann. June 21.

■ KURE (93.3 mhz) Seattle—Seeks modification of CP (BPH-811130 BM, as mod.) to make changes in ant. sys.; decrease ERP to 87.12 kw; increase HAAT to 1,226 ft., change coordinates. (BMPH-830610AI) Ann. June 21.

TV applications

Tendered

■ WAIM-TV (ch. 40) Anderson, S.C.—Seeks to change ERP to 3499 kw vis., 349.9 kw aur.; change TL; and change HAAT to 1,017 ft. (BMPCT-821103KH) Ann. June 21.

Accepted

■ KSBI (ch. 52) Oklahoma City—Seeks Modification Permit (BPCT-800926KE) to change to 595 ft. and change TL. (BMPCT-830613KJ) Ann. June 21.

■ WVER (ch. 28) Rutland, Vt.—Seeks CP to change transmitter equipment (BPET-830610KF) Ann. June 20.

AM actions

■ WRUS (610 khz) Russellville, Ky.—Granted CP to increase power to 5 kw (BP-820609AB) Action June 15.

■ WCEG (1530 khz) Middleborough, Mass.—Dismissed modification of CP (BP-820707AQ, as mod.) to make changes in ant. sys. and change TL; increase height of tower. Failed to timely submit. (BMP-830103AM) Action June 10.

■ WTCM (580 khz) Traverse City, Mich.—Granted increase in day power to 5 kw. (BP-810417AJ) Action June 15.

■ WKBR (1250 khz) Manchester, N.H.—Granted CP to make changes in augmentation of nighttime modified standard pattern. (BP-830339AC) Action June 13.

■ KCOH (1430 khz) Houston—Dismissed CP to change hours of operation to unlimited by adding nighttime service with 2.5 kw; increase day power to 50 kw; install DA-2; change frequency to 1180 khz and make changes in ant. sys. (BP-810410BA) Action May 10.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

FM actions

■ *KABF (88.3 mhz) Little Rock, Ark.—Granted modification of CP (BPED-2617) to make changes in ant. sys.; change TL; change type transmission; change type ant. sys. and change TPO. (BMPED-820507AB). Action June 15.

■ KCAL-FM (96.7 mhz) Redlands, Calif.—Granted CP to change ERP to 2.860 kw; decrease HAAT to 306 ft. and change TPO. (BPH-821101BE) Action June 9.

■ KZLS (97.1 mhz) Billings, Mont.—Granted CP to change TL and change HAAT to 293 ft. (H). (BPH-821221AB) Action June 14.

■ WHCN (105.9 mhz) Hartford, Conn.—Granted CP to change type aux. ant.; increase ERP to 3 kw.; increase HAAT to 836 ft.; and change TPO (for aux. purposes only). (BPH-830117AA) Action June 14.

■ WRBS (95.1 mhz) Baltimore—Granted modification of CP (BPH-820409AH) to increase ERP to 50 kw; increase HAAT to 500 ft. and change TPO. Major environmental action under section 1.1305 of rules. (BMPH-821014AQ) Action June 15.

■ WSUS (102.3 mhz) Franklin, N.J.—Granted CP to change ERP to .521 kw; decrease HAAT to 745 ft. and change TPO. (BPH-830117AH) Action June 15.

■ WUUU (102.5 mhz) Roma-Utica, N.Y.—Granted request waiver of section 73.1201 (B) (2) of rules to identify as "Roma-Utica." (BMPH-830426AK). Action June 14.

■ KABE (107.5 mhz) Orem, Utah—Granted CP to make changes in ant. sys.; change TL; change ERP to 46 kw; increase HAAT to 2,796 ft. and change coordinates. (BPH-830525AL) Action June 15

■ WYTK (95.3 mhz) Washington, Pa.—Granted CP to decrease ERP to 1.68 kw; increase HAAT to 386 and change TPO. Major environmental action under section 1.1305 of rules. (BPH830103AE) Action June 14.

■ WLID (98.9 mhz) Vieques, P.R.—Granted modification of CP (BP-820205AI) to change SL and request waiver of section 73.1125 (B) (2) of rules. (BMPH-830324AF; Action June 15.

■ WBCV (1550 khz) Bristol, Tenn.—Granted CP to increase power to 5 kw. (BP-820818AA) Action June 14.

■ WNKX (95.3 mhz) Clinton, Tenn.—Granted CP to change TL; change ERP to .537 kw; increase HAAT to 674 ft., and make changes TPO. Major environmental action under section 1.1305 of rules. (BPH-830107AB) Action June 14.

■ KWWA (106.9 mhz) Bremerton, Wash.—Granted modification of CP (BPH-10054, as mod.) to change TL; change ERP to 30 kw; increase HAAT to 1,435 ft. and change TPO. (BMPH-821206AE) Action June 14.

■ WMIL-FM (106.1 mhz) Waukesha, Wis.—Granted CP to install aux. ant. at maint TL on ERP 17.1 kw at HAAT 723 ft. and change TPO (for auxiliary pruposes only). (BPH-820929BJ). Action June 15.

■ KOLL-FM (93.5 mhz) Gillette, Wyo.—Granted CP to make changes in ant. sys. in response to docket 21119; change channel to 245C; change frequency to 96.6 mhz; change TL; increase ERP to 100 kw; increase HAAT to 492 ft., and change TPO. (BPH-830314AL) Action June 14.

■ KPCQ-FM (92.9 mhz) Powell-Cody, Wyo.—Granted request waiver of section 7391201 (B) (2) of rules to identify as "Powell-Cody." (BMPH-830222AX) Action June 10.

Call letters

Applications

Call	Sought by
	New FM's
*KMPO	Radio Bilingue Inc., Modesto, Calif.
*WMEW	University of Maine, Waterville, Maine
KRYK	Rick David Davies, Chinook, Mont.
KRLQ	Trail of Tears Communications Inc., Muskogee, Okla.
KWDQ	C&P Broadcasting, Woodward, Okla.
	New TV's
WWTD-TV	WORD TV Inc., La Salle, Ill.
WSQY-TV	Forest City Television Inc., Forest City, N.C.
WUJA	Community Television of Caguas, Caguas, PR
WCNT	Cidra Broadcasters, Cidra, PR
	Existing AM's
KOTE	KKZZ Lancaster, Calif.
KLLB	KLVV Lompoc, Calif.
WDDD	WDDW Johnston City, Ill.
	Existing FM's
KGLI	KBCM Sioux City, Iowa
KKIB	KKWB Breckenridge, Minn.
KYND-FM	KCJB-FM Minot, N.D.
WGLL	WRCV Mercersburg, Pa.

Grants

Call	Assigned to
	New AM's
KGHX	The Great Alaska Electric Radio Co., Fairbanks, Alaska
	New FM's
KRRA	Madison Broadcasting Co., Huntsville, Ark.
*KLLN	Newark Public School, Newark, Ark.
KZDO	Zido Corporation, Copperopolis, Calif.
WIBN	Sandra Sue & Francis E. Hertel, Earl Park, Ind.
KKEB	Pluimer Communications, Belle Fourche, S.D.
KCKL	Cedar Creek Radio Co., Malakoff, Tex.
	New TV's
WTJR	Believer's Broadcasting Corp., Quincy, Ill.
KCHF	Son Broadcasting Inc., Santa Fe, N.M.
WNRP	Interamerican Broadcasting Co., Ponce, PR
KMLT-TV	Holt-Robinson of Texas Inc., Marshall, Tex.
	Existing AM's
WMLF	WIFE Indianapolis, Ind.
WJRB	WNKZ Madison, Tenn.
	Existing FM's
WTBX	WKKQ-FM Hibbing, Minn.
WKPQ	WHHO-FM Hornell, N.Y.
WUSY	WQLS Cleveland, Tenn.
KBHV	KTMP Spanish Fork, Utah

The Fifth Estate

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Broadcasting Jul 11

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IN THE NEWS

State of summer programing ☐ Supreme Court puts home taping on hold ☐ RARC report

Vol. 105 No. 2

Broadcasting Jul 11

Third-quarter sales: Network buys on hold; spot looking strong □ Supreme Court delays Betamax decision □ Tele-Communications Inc. buys Tele-Media Corp. □ RARC 1983

BRIGHT SPOTS □ Ad agencies expect network TV buying to come around. **PAGE 23.** Reps survey finds both spot and local sales for broadcasting's third quarter are looking good. **PAGE 23.**

NEW MAN □ Bill Stakelin takes over as president of the Radio Advertising Bureau, aiming to make radio even hotter. **PAGE 25.**

DBS DEADLOCK □ U.S. delegation runs into problems at Regional Administrative Radio Conference over specifications for direct broadcast satellite service. Talks to resolve conflicts with hemisphere countries continue. **PAGE 26.**

TELE-BUY □ Largest cable operator, Tele-Communications Inc., adds another major MSO to its ranks with the purchase of Pennsylvania-based Tele-Media for between $145 million and $193 million. **PAGE 27.**

CAUCUS TALK □ Large group owners form Major Market Television Caucus. **PAGE 28.**

RATINGS STABILIZATION □ Mix of old and new programing from networks are giving better numbers this year over last, with NBC showing the most improved marks. **PAGE 29.**

PAUSE □ Supreme Court postpones decision on Betamax case until fall. Congressional action a possibility. **PAGE 29.**

TELCO SHOWDOWN □ Cable and telephone companies battle in comments at FCC on nature and extent of data regulations. **PAGE 36.**

ON THE RECORD □ Co-sponsors of the pending Waxman-Wirth bill, dealing with the FCC's financial-interest and syndication rules, and the Tauke-Tauzin broadcast deregulation measure appear, respectively, on **PAGES 36** and **38.**

SCA LOWDOWN □ Experts give legal and technical advice to FM on what to do with new subsidiary communications authorization. **PAGE 40.**

FCC RECALL □ Commission asks appeals court to return Alaskan license renewal case, admitting it may have erred in EEO findings. **PAGE 40.**

SOUR NOTE □ BMI sues CBS over copyright infringement issue. **PAGE 44.**

ENTER ASTA □ Advertiser Syndicated Television Association, made up of programing organizations, is formed. **PAGE 44.**

NEWS BUFFS □ TV station consortium creates Local Program Network to transmit news features to member stations via satellite. **PAGE 52.**

BBDO STUDY □ Agency report finds ABC betting on news and sports next season, CBS with movies and drama and NBC with comedy. **PAGE 54.**

COUNTERPOINT □ NBC releases report rebutting claims of National Institute of Mental Health that TV violence leads to aggressive behavior in children. **PAGE 55.**

ALL-NEWS IMPRESARIO □ Bill Scott has played a major role in bringing all-news programing to radio and now to cable television, as head of Satellite News Channel. **PAGE 71.**

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Ratings Roundup

CBS-TV finished out front for the fourth consecutive week in the prime time ratings race, since the official end of the network season on April 17, has seen the lead go to CBS six times, ABC-TV three-times and NBC-TV two times. For the week ending Sunday, July 3, CBS averaged a 12.6 rating/24.8 share, according to A.C. Nielsen's National Television Index, while ABC finished second and a full rating point behind (11.6/23.1) and NBC came in third (11.2/22).

CBS won Monday, Wednesday, Thursday and Sunday, while NBC took Tuesday and Friday and ABC, as it has for three consecutive weeks, came in first only on Saturday. CBS had 15 of the top 30 programs, NBC had nine and ABC had six.

The highest-rated original show was ABC's *20/20* (16.8/31), which outperformed CBS's *60 Minutes* (14/36) in rating, although not in share of audience. Behind it came CBS's new summer replacement news magazine, *On the Road with Charles Kuralt* (13.2/22), and *Our Times with Bill Moyers* (12.9/21). In its premiere two days earlier, as a special following *60 Minutes*, *On the Road* (16.1/34) maintained a rating as high as that of its lead-in (16.1/34) and finished the week's 10th highest-rated program. *Our Times* (13.8/26), although it failed to maintain all of its lead-in audiences from *On the Road*, finished the week's 25th highest rated show out of a total of 70.

ABC's *Monday Night Baseball* (11.2/20), featuring a contest between Baltimore and New York or Pittsburgh and St. Louis, had its best performance in three weeks of prime time broadcasts, up nearly two ratings points from its score the previous week (9.7/18) and the week before that (9.8/18).

The First 20

1.	*M*A*S*H*	CBS	20.0/34
2.	*Cagney & Lacey*	CBS	18.3/32
3.	*Archie Bunker's Place*	CBS	17.9/30
4.	*A Team (R)*	NBC	17.5/29
5.	*Simon & Simon*	CBS	17.2/31
6.	*20/20*	ABC	16.8/31
7.	*Magnum, P.I.*	CBS	16.2/33
8.	*9 to 5*	ABC	15.8/26
9.	*Love Boat*	ABC	15.7/33
10.	*Hill Street Blues*	NBC	15.6/29
11.	*Family Ties*	NBC	15.6/28
12.	*Remington Steele*	NBC	15.4/26
13.	*Cheers*	NBC	15.3/27
14.	*Hart to Hart (R)*	ABC	15.2/27
15.	*Charlie Brown Special*	CBS	14.9/28
16.	*CBS Wednesday Night Movie—Homeward Bound*	CBS	14.5/26
17.	*Facts of Life*	NBC	14.4/26
18.	*Three's Company*	ABC	14.2/23
19.	*60 Minutes*	CBS	14.0/36
20.	*Private Benjamin*	CBS	13.6/25

The Final Five

63.	*Quincy, M.E.*	NBC	6.9/15
64.	*Tom Swift/Linda Craig*	ABC	6.6/17
65.	*Monitor*	NBC	6.0/13
66.	*Seven Brides For Seven Brothers (R)*	CBS	5.7/14
67.	*Voyagers (R)*	NBC	5.2/13

NBC study turns NIMH study around 180 degrees

Network says that contrary to other studies, no causal connection exists between violence on TV and in children

NBC researchers have gone public with a study, reported earlier but in less detail, to show that the National Institute of Mental Health's controversial 1982 report was wrong in concluding that watching aggression on television leads to real-life aggression in children (BROADCASTING, May 10, 1982).

NBC called its study, said to have cost "at least" $1.5 million to $2 million, "the most extensive investigation of television into aggression that has appeared in scientific literature." And it found, the researchers said, "no evidence of a causal connection between television violence and the development of aggressive behavior patterns among children and adolescents."

Highlights of the NBC study, conducted among some 3,200 children and teen-agers of varied backgrounds in Minneapolis and Fort Worth from 1970 through 1973, have been made public before. A summary appeared in the NIMH report that, despite the disagreement of a number of researchers, reached the contrary conclusion. Last winter, the study was published as a 505-page volume, "Television and Aggression: A Panel Study," by Academic Press.

Officials noted that the full report had been some 13 years in the making: three years of field work, six years of analysis and four years in writing the book. The authors had waited until last week to hold meetings with academics and the press, according to NBC, because this was the first time the authors and outside experts involved in it could be brought together.

The authors are three NBC research authorities and one outside academic consultant, Ronald C. Kessler, associate professor of sociology and faculty associate at the Institute for Social Research at the University of Michigan. The NBC experts are J. Ronald Milavsky, vice president for news and social research; Horst H. Stipp, director of social research, and William S. Rubens, research vice president.

As they summarized it, the study's "principal conclusion" is that it "did not find consistent significant effects of television upon the aggression among either elementary school boys or girls or teen-age boys...In other words, this study, using the most advanced methodology for detecting causation, found no causal connection between television violence and the development of aggressive behavior patterns among children or adolescents.

"Another important finding from the study is that the analyses identified a number of factors that appear to have a significant impact on aggression in childhood and adolescence. These have to do with the social

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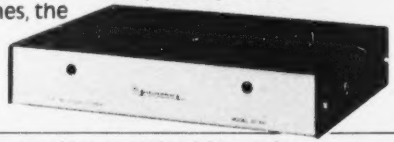

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pus Christi. (BAL-830428EQ). Action June 17.

■ KRZI(AM) Waco, Tex. (1580 khz, 1 kw-D, 500 w-N; DA-2)—Granted assignment of license from KW Communications Inc. to P.R.V. Broadcasting Co. for $450,000 cash. Seller is principally owned by Stuart W. Klein, president. It has no other broadcast interests. Buyer is owned by Cindy Parks Vardeman, president and her sister, Lynn Parks Rollins (50% each). They have no other broadcast interests. (BAL-830505FD). Action June 24.

■ WHHV(AM) Hillsville, Va. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Hillsville-Galax Broadcasting Co. to Magnum Communications Inc. for $210,000, including noncompete agreement. Seller is headed by Robert R. Hilker, president. It also has interest in WCGC(AM) Belmont, WSVM(AM) Valdese and WEGO-(AM)-WPEG(FM) Concord, all North Carolina; WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia, and WYNR(AM)-WPIQ(FM) Brunswick, Ga. Buyer is owned by Howard E. Espravnik (78%) and Jay A. Bough (22%). Espravnik is part-time announcer at WAKE(AM) Valparaiso, Ind. Bough is sports director at WFML(FM) Washington, Ind. (BAL-830502EX). Action June 24,

■ KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (1360 khz, 1 kw-D, 500 w-N, DA-N; FM: 96.5 mhz, 100 kw, HAAT: 1,680 ft.)—Granted assignment of license from Media West Inc. to The Thicket Broadcasting Co. of Wyoming Inc. for $325,000. Seller is owned by estate of Arnold H. Morck. It has no other broadcast interests. Buyer is owned by Richard Beauchamp, chairman (80%), Henry A. Kane and Adam G. Polacek (10% each). They also own KTYL-AM-FM Tyler, Tex. (BAPL-830502ET). Action June 20.

Facilities changes

AM actions

■ KQIL (1340 khz) Grand Junction, Colo.--Returned CP to change requency to 1370 khz: change day power to 5 kw, and night power to 2.5 kw; install DA-N; change TL, and make changes in ant. sys. Major enviromental action under section 1.1305. Action June 21.

■ WKXZ (900 khz) Brunswick, Me.—Granted CP to make changes in ant. sys. Action June 21.

■ WCAT (700 khz) Orange, Mass.—Granted CP to change frequency to 700 khz. Action June 21.

■ KYKK (1110 khz) Hobbs, N.M.—Granted CP to increase power to 5 kw. Action June 23.

■ KYJC (1380 khz) Medford, Ore.—Granted MP (BP-781011AA) to make changes in nighttime standard radiation pattern. Granted June 17.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
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Commercial UHF TV	307	166	473
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UHF LPTV	21	72	93
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UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ WADJ (1330 khz) Somerset, Pa.—Granted CP to increase power to 5 kw KA-D. Action June 22.

■ WWKC (1300 khz) West Hazelton, Pa.—Granted CP to increase power to 5 kw. Action June 21.

■ WHBQ (560 khz) Memphis—Granted CP to make changes in antenna system and add loading to all towers. Action June 24.

■ WTNN (1380 khz) Millington, Tenn.—Granted CP to change hours of operation to unlimited by adding night service with 1 kw; install DA-2 and increase day power to 2.5 kw and make changes in ant. sys. Major environmental action. Action June 21.

■ KGAF (1580 khz) Gainesville, Tex.—Granted CP to change hours of operation to unlimited by adding night service with 250 kw; install DA-N, and make changes in ant. sys. Action June 23.

■ KPUB (1060 khz) Winters, Tex.—Granted modification of CP (BMP-820527AA) to increase power to 2.5 kw. Action June 21.

Call letters

Applications

Call	*Sought by*
	New FM's
WZRO	Midwest Radio Inc., Farmer City, Ill.
KFTS	K&K Communications Inc., Fort Scott, Kan.
KBQQ	Kitten Radio Inc., Minot, N.D.
KBLZ	Lord Broadcasting Co., Ellensburg, Wash.
	New TV's
WDMA-TV	Toledo Telecasting Inc., Toledo, Ohio
WCAY-TV	Television Corp. of Tennessee, Nashville
*KLUJ	The Wings of Faith, Harlingen, Tex.
	Existing AM's
KTSJ	KLIT Pomona, Calif.
WCKJ	WBIA Augusta, Ga.
	Existing FM
KDXY	KHIG Paragould, Ark.
	Existing TV
KCNC-TV	KOA-TV Denver

Grants

Call	*Assigned to*
	New FM's
KTTH	Bay Broadcasting Co. Inc., Naknek, Alaska
KARZ	Merit Broadcasting Corp., Burney, Calif.
*KEFR	Family Guidance & Educational Media Corp., Le Grand, Calif.
WOVR-FM	Jean L. Ruh, Versailles, Ind.
*WCPN	Cleveland Public Radio, Cleveland
WQKY	Emporium Broadcasting Co., Emporium, Pa.
*KTXK	Texarkana Community College, Texarkana, Tex.
	New TV's
*WJPT	West Central Illinois Educational Telecommunications Corp., Jacksonville, Ill.
WART	Art Broadcasting Corp., Narajito, PR
WJJA	Racine Telecasting Co., Racine, Wis.
	Existing AM's
KVIM	KCHV Coachella, Calif.
WIEZ	WBSG Blackshear, Ga.
KREE	KRRR Ruidiso, N.M.
WOFR	WCHO Washington Court House, Ohio
	Existing FM's
KCHV	KVIM Coachella, Calif.
WKAA	WOWZ Ocilla, Ga.
*KUSR	KPGY Ames, Iowa
WEVZ	WITW Cadillac, Mich.
KTNT	KBVD Ruidoso, N.M.
WCEZ	WXRY Columbia, S.C.
*WLGI	WBHA Hemingway, S.C.
	Existing TV
WNFT	WXAO-TV Jacksonville, Fla.

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Broadcasting Jul 18

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Vol. 105 No. 3

Broadcasting Jul 18

Upfront buying breaks □ Consensus forged at RARC; U.S. technical standard rejected □ CBS still high on MDS □ Fate of 13 other RKO's rests with KHJ-TV proceeding

DAM BURSTS □ Advertising agencies begin to make upfront time purchases in fall network programing. **PAGE 23.**

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RARC'S CLOSING □ International telecommunications conference in Geneva reaches basic agreement on DBS with plan "acceptable" to most. **PAGE 24.** U.S. loses on issue of power flux density, but indications are it will take reservation on matter. **PAGE 25.**

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ALL ON KHJ-TV □ FCC decides to settle character issue of remaining 13 RKO licensees in Los Angeles station proceeding. **PAGE 27.**

EMPTY CHAIR □ Tom Bolger walks out as ex officio executive committee member amid more TV vs. radio turmoil at NAB. **PAGE 27.**

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GRIDIRON REVIEW □ Both ABC and ESPN profess pleasure with United States Football League in first year, with both predicting TV contracts will be renewed. **PAGE 48.**

MERGER MEETING □ Justice Department officials will meet with Showtime and Movie Channel representatives today. **PAGE 49.**

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Business Briefly

TV ONLY

Curtis Mathes Home Entertainment Centers □ Seven-week campaign begins at end of July in 99 markets. Spots will run in prime time, news and sports programs. Target: adults, 25-49. Agency: Stern/Monroe Advertising, Dallas.

Peugot Motors of America □ Four-week campaign for cars begins the end of July in approximately 10 markets. Spots will run in prime, sports and news times. Target: men, 25-54. Agency: Ogilvy & Mather, New York.

Roses Stores □ Back-to-school promotion begins Aug. 8 for two weeks in 10 markets in North Carolina, South Carolina and Virginia. Commercials will run in all dayparts. Target: women, 25-49. Agency: Dusenbury & Alban, Durham, N.C.

RADIO ONLY

Just Pants □ Jeans will be advertised in back-to-school campaign that begins July 27 for five weeks in 70 markets. Commercials will be scheduled in all dayparts during weekdays. Target: persons, 12-24. Agency: Cunningham & Walsh, Chicago.

Beatrice Foods □ Bonkers cat treats will be spotlighted in two-week flight starting Aug. 1 in 15 to 20 markets. Commercials will run in daytime, afternoon and early evening periods. Target: women, 25-54. Agency: Fortis Advertising, Chicago.

Jordan Marsh □ Department store chain is advertising dollar day sales in five markets in August for two days in each market. Commercials will run in all dayparts. Target: women, 25-49. Agency: Smith-Patterson Advertising, Boston.

RADIO and TV

General Electric □ Campaign for major appliances will run for one week in 14

Unda-USA

Announces

18th Annual
GABRIEL
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for programs which creatively treat issues concerning positive human values.

30 Categories for local and national programs, plus Station of the Year and Personal Achievement Awards.

Deadline for entries – Sept. 1, 1983

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2655 Van Ness Avenue
San Francisco, CA 94109
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Rev. Harry G. Schlitt, Chairman

Rep Report

WAMA(AM) Tampa, Fla.: To Caballero Spanish Media from Lotus Representatives.

□

WLW(AM)-WSKS(FM) Cincinnati: To Eastman Radio from CBS Radio Spot Sales.

□

WPOP(AM)-WIOF(FM) Hartford-Waterbury, Conn.: To Eastman Radio from Torbet Radio.

□

WSOM(AM)-WQXK(FM) Salem, Ohio: To Eastman Radio from Major Market Radio.

□

KPAK(AM) Redding, Calif.: To Eastman Radio from Lotus Representatives.

□

KMMM(AM) Austin, Tex.: To Caballero Spanish Media from Selcom.

Top 10 products. Food products, which includes restaurant advertising, has generated the most spot activity for the first quarter of 1983 with companies spending $37.8 million on the medium (see chart below)—up 18% over the same period last year. That is according to the advertiser-estimated expenditure report which contains data for 26 broad product categories compiled and distributed by Radio Expenditure Reports Inc. Figures in the report reflect not only national and regional spot business, based on information supplied to RER by 15 rep firms, but also local spot taken from a sample size of 2,000 stations in more than 150 markets.

The biggest gainer in spot activity for the first quarter among the top 10 product categories was the cosmetic field, which spent an estimated $4 million—up 54% over last year's first quarter. The biggest decline comes from the automotive industry—down 28%.

Data for the chart was gathered through the help of McGavren Guild Radio. Figures are "projected" estimates based on a formula devised by the Radio Advertising Bureau. Chart does not include the miscellaneous category.

(All figures are in millions)

Product Category	**1983** (First quarter)	**1982** (First quarter)	**% change**	**1982** (Total year)
Food Products [1]	$37.8	$32.0	+18	$153.3
Travel & Shipping [2]	34.1	33.1	+3	142.4
Automotive [3]	27.2	37.9	-28	132.0
Beer/Wine/Ale	19.8	14.3	+38	126.2
Consumer products [4]	16.9	12.7	+33	71.2
Agriculture [5]	6.2	8.4	-26	25.0
Soft drinks	5.1	4.6	+11	36.0
Gas & oil [6]	5.0	3.4	+47	22.3
Apparel	4.1	3.0	+37	27.3
Cosmetics & toiletries [7]	4.0	2.6	+54	23.2
Total spot expenditures for all 26 product categories	209.0	199.2	+ 5	1,006.8

[1] (includes tea, coffee, dairy products, fruits, vegetables, meat, poultry, fish, and restaurants, among others).

[2] (includes airlines, freight, cruise lines, car rentals, domestic tourism, motels and hotels, among others).

[3] (includes accessories, parts & tire companies).

[4] (includes insurance, finance and investment companies, public utilities, among others).

[5] (farm business)

[6] (includes most American oil & gas companies).

[7] (includes ad dollars from Avon, Bristol-Myers, Colgate, Gillette and Johnson & Johnson, among others).

third station's A&P score is 3% less than its VIP score.

The idea, according to Nielsen, is for stations with high product ratings to use that fact in support of pitches to the appropriate advertisers.

The usage/viewing information is provided for households and for seven demographic groups: persons aged 12-plus, adults 18-49, adults 25-54, adults 18-plus, women 18-plus, men 18-plus and teen-agers 12-17.

The product usage data was collected by questionnaires sent to all Nielsen Station Index (NSI) in-tab diary households for the previous sweep measurement period, to be completed by all family members aged 12 and older. Nielsen said over 90% of the homes returned questionnaires, which were edited and tabulated to profile the households and each of their members as a product user. The usage data was then crosstabbed back to the original viewing data for each demographic group to get the usage/viewing estimates.

N-PAR, according to Nielsen, brings TV "into the age of target marketing," meaning that broadcasters are "not limited to households and traditional demography in sales development" and that advertisers and agencies can plan and spend their advertising dollars more effectively.

Stations must buy the full report for their market (or not buy at all) at prices said to be between $36,000 and $39,000 per station. Advertisers and agencies may buy as little as one product category, at substantially lower prices. The N-PAR data will also be available through the NSI-Plus on-line facilities beginning in August. ☐

'PM Magazine' to be remade

Group W to make major changes in its access strip including changing assignment system; it will also offer program to stations below 75th market

In order to "position itself for the future," Group W Productions last week said *PM Magazine*, its highly successful cooperatively produced access strip, would undergo major changes when it enters its sixth season on Sept. 12. For the first time since 1978, when Group W began to sell the *PM Magazine* concept outside the markets of its five owned television stations—where it airs as *Evening Magazine*—the program is being pulled in for an entire format overhaul.

Also for the first time, a "prepackaged" version of the program will be available to stations below the 75th ranked market.

The changes are organic and not merely cosmetic, said Dick Crew, executive producer of *PM Magazine*. For starters, he reported, segments produced by the national *PM* staff and member stations "will run no longer than they need to," meaning stories no longer will be locked into their six-minute time frame but will be adjusted according to merit.

Member stations formerly were required to donate at least one six-minute story for consideration on the national reel each week, but those stories can now run anywhere from two to eight minutes. Crew also said "key content areas" will be locked into the program each night focusing on people, adventure, entertainment, city guide and style/trends.

In addition, a new "assignment" system will be instituted. As it stands, the stories submitted by *PM* member stations are reviewed for the national reel by a staff at Group W's KPIX(TV) San Francisco, but submissions are left to the individual station's judgment. Now the national staff will be handing out assignments to individual stations in exchange for that story being guaranteed a place on the national reel. However, stations have the option to refuse the assignment. Presently about 80 stations participate in the *PM* cooperative.

The program will also look different: it is getting computer-generated graphics for the opening, closing and commercial break portions of the program to help provide it with a "more upbeat packaging," Crew explained.

Crew also hopes to cut down the delivery-to-air gap, which currently runs about four weeks. The new assignment system should help cut that period down to two weeks, he said.

Crew predicts the new format will have a programing mix of one-third "assigned" material, one-third national unit produced material, and one-third unknown material submitted by member stations. Stations will still be required to carry one-third of the reel each night, and Group W will continue to keep one 30-second spot.

When *PM* started five years ago, Crew noted, it was the first of the "reality" access programs. Since then, he pointed out, programs like *Entertainment Tonight*, NBC's *Real People* and ABC's *That's Incredible* have sprung up, modeled after the *PM* format. While Crew didn't say *PM* was becoming squeezed out, he said: "It's important *PM* distinguish itself again."

Crew said the new design will be faster paced, more topical and timely, and "cover a wider range of topics." The number of stories per program will increase from four to six, he said.

The "prepackaged" version has become available to markets 75 and below because "we had the biggest fallout in the smallest markets," Crew explained. The prepackaged version contains a full palate of *PM* programing, and the local station need not produce any of it. At one time, more than 100 stations carried *PM*, he said, but many of the smaller market stations could not afford to produce their own local segments, and so they dropped it.

Local production budgets for *PM* segments run anywhere from $75,000 to $100,000 annually at smaller-market stations to $500,000 to $750,000 annually at major-market stations. The average, he said, runs between $150,000 to $200,000 annually.

The revenues *PM* earns from selling the prepackaged version will be plowed back into promotional advertising during the sweep periods, Crew said. During the sweeps, he reported, *PM* will foot half the print advertising budget of member stations. ☐

Ratings Roundup

Powered by its coverage of the major league All Star baseball game, which was the week's biggest audience draw, NBC-TV took first place in the prime time Nielsen ratings for the week ended July 10. NBC had an average 12.7 rating/25 share for the period, with CBS-TV second at 12.0/24 and ABC-TV third at 11.4/23.

NBC not only won Wednesday night with a 21.5/39 for the baseball game and a 21.0/37 for the 8-11 p.m. NYT hours ("In Brief," July 11), but captured Monday and Tuesday nights as well. CBS won Thursday, Friday and Sunday nights, and ABC took Saturday.

The first episode of ABC's *The 1/2 Hour Comedy Hour*, Tuesday at 8-8:30 p.m. (NYT), produced an 11.5/22 to rank 33d for the week. Against it, the third Tuesday episode of CBS's *On the Road with Charles Kuralt* scored a 10.5/20, ranking 38th, while a repeat episode of NBC's *A Team* pulled an 18.0/34 to rank third for the week. CBS's *Our Times with Bill Moyers*, following *On the Road*, had a 9.3/17, ranking 46th.

She's With Me, a pilot on CBS Monday at 8:30-9 p.m., did a 9.1/21, ahead of *Monday Night Baseball*'s night-long 8.9/20 on ABC but behind its half-hour opposition on NBC, a *Family Ties* repeat, which came in with a 10.0/23.

Outside prime time, Peter Jennings took over as substitute anchor of ABC's *World News Tonight*, which scored an 8.5/20, up from 8.3/19 the week before. Jennings will continue as anchor while regular anchor Frank Reynolds recuperates from viral hepatitis. *CBS Evening News* continued to lead, at 10.5/24, and *NBC Nightly News* was second at 8.6/20.

The First 20

1.	*Major League All Star Baseball Game*	NBC	21.5/39
2.	*Hart to Hart*	ABC	18.9/34
3.	*A Team (R)*	NBC	18.0/34
4.	*Jeffersons*	CBS	16.5/29
5.	*Remington Steele*	NBC	16.4/29
6.	*Simon & Simon*	CBS	16.2/30
7.	*NBC Saturday Night Movie*—Alcatraz part 1	NBC	16.2/28
8.	*20/20*	ABC	16.0/30
9.	*Hill Street Blues*	NBC	15.9/30
10.	*Magnum, P.I.*	CBS	15.6/33
11.	*Trapper John, M.D.*	CBS	15.5/27
12.	*CBS Wednesday Night Movie*, "Reunion"	CBS	15.2/26
13.	*60 Minutes*	CBS	15.0/34
14.	*Knight Rider*	NBC	14.8/29
15.	*Three's Company*	ABC	14.5/26
16.	*One Day at a Time*	CBS	14.0/26
17.	*9 to 5*	ABC	13.9/24
18.	*Major League All Star Pregame*	NBC	13.5/30
19.	*Falcon Crest*	CBS	13.4/26
20.	*Love Boat*	ABC	13.0/28

The Final Five

62.	*ABC Monday Night Baseball Pregame*	ABC	7.3/18
63.	*Ripley's Believe It Or Not*	ABC	7.2/16
64.	*NBC Reports: Central America*	NBC	7.0/14
65	*Voyagers (R)*	NBC	6.8/15
66	*Monitor*	NBC	6.7/14

change ERP to 100 kw; change HAAT to 600 ft., and make changes in ant. sys. Ann. June 27.

■ WSTS (96.3 mhz) Laurinburg, N.C.—Seeks CP to change TL; change HAAT to 756 ft., and make changes in antenna system. Major environmental action under section 1.1305. Ann. July 5.

■ KTEC (89.5 mhz) Klamath Falls, Ore.—Seeks CP to change TL, increase ERP to .207 kw, and make changes in ant. sys. Ann. June 29.

■ KIXK-FM (106.1 mhz) Denton, Tex.—Seeks CP to change TL; change HAAT to 1,585 ft., and make changes in ant. sys. Accepted nunc pro tunc. Ann. June 27.

■ KBLQ-FM Logan, Utah—Seeks CP to change TL; add remote control; change ERP to 100 kw (H); change HAAT to 168 ft. (H) and make changes in ant. sys. Ann. June 27.

■ WXVA-FM (98.3 mhz) Charlestown, W.Va.—Seeks CP to change HAAT to 300 ft. Major environmental action under section 1.1305. Ann. June 27.

Accepted

■ KXXI-FM (102.3 mhz) Van Buren, Ariz.—Seeks modification of CP (BPH-830506AE) for waiver of section 73.1201 (B)(2) of rules to identify as "Van Buren-Fort Smith, Ark." Ann. June 27.

■ KRWA-FM (103.1 mhz) Waldron, Ariz.—Seeks modification of CP (BPH-810126AH, as mod.) to make changes in antenna system; increase ERP to 2.999 kw; increase HAAT to 304 ft.; change TL, and change coordinates. Ann. July 8.

■ KIIS (102.7 mhz) Los Angeles—Seeks CP to make changes in antenna system; install auxiliary transmitting antenna; decrease ERP to 7.2 kw and decrease HAAT to 2,824 ft. Ann. June 28.

■ KRTH (101.1 mhz) Los Angeles—Seeks CP to make changes in antenna system; decrease ERP to 37.5 kw, and increase HAAT to 3,133 ft. Ann. July 5.

■ WKSS (95.7 mhz) Hartford-Meriden, Conn.—Seeks CP to make changes in antenna system; increase ERP to 16.6 kw; increase HAAT to 876 ft.; build new tower, and change coordinates. Ann. June 30.

■ *WBNI((89.1 mhz) Fort Wayne, Ind.—Seeks modification of CP (BPED-820621AJ, as mod.) to make changes in antenna system; change TL; change ERP to 31 kw; change HAAT to 452 ft., and change coordinates. Ann. July 5.

■ KRMD-FM (101.1 mhz) Shreveport, La.—Seeks CP to make changes in antenna system; increase ERP to 97.5 kw; increase HAAT to 1,121 ft., and change coordinates. Ann. June 28.

■ WRBB (104.9 mhz) Boston—Seeks CP to make changes in antenna system; make changes in tower structure. Ann. June 28.

■ WAQX (95.3 mhz) Manlius, N.Y.—Seeks modification of CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Ann. July 8.

■ WKJA (92.1 mhz) Belhaven, N.C.—Seeks waiver of section 73.1201 (B)(2) of rules to indentify as "Belhaven-Bath, N.C." Ann. July 8.

■ KYCX (104.9 mhz) Mexia, Tex.—Seeks modification of CP (BPH-810112AE, as mod.) to make changes in antenna system; increase ERP to 2,090 kw; decrease HAAT to 350 ft., and change coordinates. Ann. July 5.

TV applications

Tendered

■ WCIX-TV (ch. 6) Miami—Seeks to change HAAT to 1,802 ft. and change coordinates. Ann. June 27.

■ WMKT (ch. 54) Muskegon, Mich.—Seeks MP (BPCT-810918KM) to change ERP to 741 kw vis., 74.1 kw aur.; change TL, and change HAAT to 1,021 ft. Ann. June 27.

■ WAQP (ch. 49) Saginaw, Mich.—Seeks MP (BPCT-800910KF, as mod.) to change TL and change ERP to 1,000 kw vis., 100 kw aur. Ann. June 27.

Accepted

■ *KAET (ch. 8) Phoenix—Seeks MP (BPET-820618KG) to change ERP to 316 kw vis., 47.4 kw; change coordinates, and make changes to ant. sys. Ann. June 28.

■ WLAE-TV (ch. 32) New Orleans, La.—Seeks MP (BPET-810710KG, as mod.) to make changes in ant. sys. Ann. July 8.

■ KXMC-TV (ch. 13) Minot, N.D.—Seeks CP to change HAAT to 1,130.5 ft. and replace transmitting system. Ann. July 8.

AM actions

■ KFLO (1300 khz) Shreveport, La.—Granted CP to increase power to 5 kw. Action June 20.

■ WKIK (1370 khz) Loenard, Md.—Granted CP to make changes to modify nighttime directional parameter. Action June 20.

■ KJJR (880 khz) Whitefish, Mont.—Granted MP (BP-810526AB, as mod.) to make changes in facilities: reduce daytime power to 10 kw, 500 w-N (new station). Action June 20.

■ WPTL (920 khz) Canton, N.C.—Granted CP to change TL and make changes in ant. sys. Action June 30.

■ *KDLR (1240 khz) Devils Lake, N.D.—Granted CP to increase day power to 1 kw. Action June 21.

■ WADJ (1330 khz) Somerset, Pa.—Granted CP to increase power to 5 kw DA-D. Action June 22.

■ KBBX (1600 khz) Centerville, Utah—Granted CP to change hours of operation to unlimited by adding nighttime service with 1 kw and install DA-N. Major enviromental action under section 1.1305. Action June 21.

■ KUUY (870 khz) Orchard Valley, Wyo.—Granted CP to change frequency to 870 khz; increase day and night powers to 10 kw, 2.5 kw, DA-2, and change city of license to Orchard Valley, Wyo. Action June 20.

FM actions

■ WZZK (104.7 mhz) Birmingham, Ala.—Granted modification of CP (BPH-810119AU) to make changes in antenna system; change TL; change type tran.; change type antenna; increase HAAT to 1,281 ft., and change TPO. Action June 28.

■ *KCAW (104.7 mhz) Sitka, Alaska—Granted CP to change type trans.; change type antenna; change ERP to 4.29 kw, and change TPO. Action June 17.

■ KEWB (94.3 mhz) Anderson, Calif.—Granted waiver of section 7391201(b) (2) of rules to identify as "KEWB Anderson-Redding." Action June 20.

■ KOCN (104.9 mhz) Grove-Monterey, Calif.—Granted waiver of section 7391201(b) (2) of rules to identify as "Pacific Grove-Monterey." Action June 22.

■ KGBA-FM (100.1 mhz) Holtville-El Centro, Calif.—Granted waiver of section 73.1201 (B)(2) of rules to identify as "Holtville-El Centro, Calif." Action June 30.

■ KBOQ (92.7 mhz) Marina, Calif.—Granted waiver of section 73.1201(b) (2) of rules to identify as Marina-Monterey." Action June 20.

■ *KHPR (88.1 mhz) Honolulu—Granted CP to change SL; change type antenna; decreased ERP to 25 kw; increased HAAT to 2,091 ft., and change TPO. Action June 17.

■ KOZE-FM (96.7 mhz) Lewiston, Idaho—Granted modification of CP (BPH-81103AD) to make changes in antenna system; and increase ERP to 25 kw. Action June 20.

■ KWBJ (100.1 mhz) Payette, Idaho—Granted mod. of CP (BPH-820827AG) to make changes in antenna system; change frequency to 100.3 mhz; increase ERP to 30 kw, and increase HAAT to 475 ft. Action June 24.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ KRBU-FM (104.9 mhz) Pocatello, Idaho—Granted modification of CP (BPH-810731AF) to decrease ERP to 90 kw; increase HAAT to 1,007 ft. and change TPO. Action June 17.

■ WMEE (97.3 mhz) Fort Wayne, Ind.—Granted CP to make changes in antenna system; reduce ERP to 25.9 kw increase HAAT to 652.5 ft. and change TPO. Action June 23.

■ KKRL (93.7 mhz) Carroll, Iowa—Granted CP to make changes in antenna system; change type tran., and increase ERP to 100 kw. Action June 28.

■ WDEY-FM (103.1 mhz) Lapeer, Mich.—Granted CP to install auxiliary antenna system at main TL; ERP: 3 kw (H); HAAT: 239.4 ft. (H), and change TPO (for auxiliary purposes only). Action June 30.

■ WRIO (102.3 mhz) Cape May, N.J.—Dismissed CP to change TL; decrease ERP to 2 kw; increase HAAT to 300 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 1.

■ WPAT-FM (93.1 mhz) Paterson, N.J.—Granted CP to install auxiliary antenna system at location other than main, ERP: 21.88; HAAT: 338 ft. and change TPO. Action June 20.

■ WBUF (92.9 mhz) Buffalo, N.Y.—Granted CP to install auxiliary antenna at main TL; ERP 91 kw (H) and 49 kw (V); HAAT 509 ft. and change TPO (for auxiliary purposes only). Action June 21.

■ *WRCT (88.3 mhz) Pittsburgh—Granted CP to increase ERP to 100; change HAAT 53 ft. install new ant. and make changes in ant. sys. (increase height). Action June 21.

■ WJPA (1450 khz) Washington, Pa.—Granted CP to make changes in antenna system and increase antenna height. Action June 30.

■ WESC-FM (92.5 mhz) Greenville, S.C.—Granted CP to make changes in antenna system, increase ERP to 100 kw, for auxiliary purposes only. Action June 24.

■ WKQB (107.5 mhz) St. George, S.C.—Granted modification of CP (BPH-800620AJ) to make changes in antenna system and increase ERP to 100 kw. Action June 21.

■ KIKK-FM (95.7 mhz) Houston—Granted CP to install auxiliary antenna system at main TL; ERP: 7.5 kw; HAAT: 1,106.6 ft., and change TPO (for auxiliary purposes only). Action June 28.

■ KWES (102.1 mhz) Monahans, Tex.—Granted moderation of CP (BPH-800602AA) to change TL; change HAAT to 968 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action June 8.

■ KJCS (103.3 mhz) Nacogdoches, Tex.—Granted CP to make changes in antenna system and increase ERP to 100 kw. Action June 24.

■ KITY-FM (92.9 mhz) San Antonio, Tex.—Dismissed CP to make changes in antenna system; change TL; increase HAAT to 1,377 ft., and change TPO. Action June 21.

■ KOSY-FM (102.5 mhz) Texarkana, Tex.—Granted CP to make changes in antenna system; increse ERP to 96.63; and increse TPO to 10.0 kw. Action June 23.

■ WFFV (99.3 mhz) Front Royal, Va.—Granted CP to change TL; decrease ERP to 3 kw; decrease HAAT to 230 ft., and change TPO. Major environmental action under 1.1305 of rules. Action June 21.

■ KLYK (105.5 mhz) Longview, Wash.—returned CP to make changes in antenna system; change TL; reduce ERP to .3 kw.; increase HAAT to 917 ft. Action June 21.

■ KUBE (93.3 mhz) Seattle—Granted modification of CP (BPH-811130BM) to increase HAAT to 1,291 ft. Action June 28.

■ WVSR (102.7 mhz) Charleston, W. Va.—Granted CP to increase ERP to 50 kw, increse HAAT to 416 ft.; change geographical coordinate and change TPO. Action June 17.

TV actions

■ WLAF-TV (ch. 32) New Orleans—Granted MP (BPCT-810710KG, as mod.) to change ERP to 2290 kw vis., 229 kw aur. and change TL. Action June 8.

■ KXII (ch. 12) Ardmore, Okla.—Granted CP to change ERP to 222 kw vis., 22.2 kw, aur.; change TL and make change in ant. sys. Action June 8.

■ KDRV (ch. 12) Medford, Ore.—Granted MP (BPCT-790815KF) to change HAAT to 2,701 ft., and change type antenna. Change coordinates. Action June 24.

■ WCCT (ch. 57) Columbia, S.C.—Granted CP to change ERP to 637 kw vis., 63.7 kw aur.; change HAAT to 582 ft., and change from directional to non-directional antenna system. Action June 7.

7/26/83 C1750-1A

The Fifth Estate

RADIO · TELEVISION · CABLE · SATELLITE

Broadcasting Jul 25

The SFM Holiday Network 1984

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SPECIAL 1983 REPORT
The ever enlarging lens of local TV journalism

Vol. 105 No. 4

Broadcasting ▨ Jul 25

Swift compromise deregulation bill coming to fruition □ Election coverage, copyright dominate Hill hearings □ A year of local TV journalism □

SWIFT ON PAPER □ Washington state congressman and staff are putting together compromise broadcast deregulation bill with quantification. **PAGE 23.**

OUR WAY □ Radio Marti legislation runs into inhospitable reaction in House Telecommunications Subcommittee. **PAGE 25.**

LOOKING AHEAD □ Broadcasters and congressmen joust over election-day coverage, voter turnout and poll closing times. **PAGE 28.**

ANOTHER LOOK □ Hill begins hearings on copyright overhaul. **PAGE 29.**

LOCAL TV JOURNALISM □ A survey of journalistic efforts by television stations on the local front. Capsules of on-the-scene spot news reports. **PAGES 37-58.** Investigative teams dig far and deep to uncover the illegal and the dangerous. **PAGES 58-78.** Campaign coverage, efforts to put America back to work and to keep it healthy. **PAGES 78-84.**

MAILGRAM □ Tom Bolger outlines reasons for his sudden departure as ex officio member of NAB's executive committee. **PAGE 85.**

MUTUAL ON PARADE □ MBS announces full-scale print advertising campaign advocating fairness doctrine repeal. **PAGE 85.**

STATIONS SALE □ Gross Telecasting sells Michigan TV stations to Universal Communications for $48 million. **PAGE 86.**

UNITED WE STAND □ Broadcasters at New York state association meeting sound the call for togetherness in legislative matters and more responsibility in programing decisions. **PAGE 88.**

YOU TAKE IT □ Field Communications returns license of UHF in Philadelphia suburb to FCC. **PAGE 89.**

NLC QUANDARY □ Although league of cities still officially supports cable deregulation bill, S. 66, it is trying to accommodate members that oppose it. **PAGE 91.**

SPORTS TIME □ Anheuser-Busch, Multimedia and Tele-Communications Inc. form regional pay sports network built around major league baseball teams in Midwest. **PAGE 94.**

ABC ON TOP □ RADAR report shows network's Information service leads in 12-plus category. **PAGE 94.**

REYNOLDS REMEMBERED □ ABC News anchor dead at 59. **PAGE 97.**

GATE RATE □ Media observers examine coverage of 'Debategate.' **PAGE 97.**

AD PERSPECTIVE □ Advertising groups tell FTC what changes they believe should be made in substantiation rules. **PAGE 99.**

WHAT'S IN A NAME □ Jere Davidson's flexibility has helped him rise to the top in broadcasting as president and CEO of Gannett's radio and television stations. **PAGE 119.**

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and third positions, with different CBS news-on-the-hour broadcasts finishing fourth through seventh. Paul Harvey's *The Rest of The Story* (Monday-Friday, 3:06 p.m.) was eighth, followed by ABC Information Network's 7 a.m. hourly newscasts anchored by correspondent Joe Templeton (ninth) and CBS's *Newsbreak* broadcasts (Monday-Friday, 8:30 a.m.) anchored by correspondent Charles Osgood.

The new RADAR 27 is a 32-week continuous measurement reports with the survey period beginning last August and running through the end of April. Fifteen networks now sponsor and subscribe to the semiannual report—four of which were new this spring: National Black Network (NBN), CBS's RadioRadio, and ABC's Direction and Rock networks. Along with the networks, 35 agencies and three major advertisers also resubscribe to the service. ☐

NBC names Rivers sole guest host of 'Tonight'

Network's new 'Buffalo Bill' comedy renewed for next season; 'News Is the News' cancelled midway through run

The programing executives at NBC-TV were busy last week. After months of speculation, it was disclosed last Tuesday (July 19) by producers of *The Tonight Show* that the network's promises to "freshen up" the latenight program have resulted in an agreement whereby comedienne Joan Rivers will serve as the exclusive guest host of the series for a one-year period beginning this September.

The agreement with Carson Productions, which has ownership of the program, specifies that all other programs will be hosted by Johnny Carson himself or consist of *Best of Carson* episodes. Rivers, who has guest-hosted the program more often than any other substitute, will fill in for a total of about nine weeks during the year. When Rivers does host the show, she will appear Monday through Friday. NBC acknowledged last week that Rivers has outperformed most other guest hosts, and in some cases Carson himself, during her appearances.

In a separate announcement, NBC Entertainment President Brandon Tartikoff announced last week that *Buffalo Bill*, a new comedy half hour introduced last month, has been renewed for next season. The summer series, starring Dabney Coleman as an overbearing talk show host, has received a 13-episode order and could be added to the prime time schedule as early as October or as late as January. The critically acclaimed sitcom is a Stampede Production.

Not faring so well was another summer series, *The New is The News*, cancelled midway through its eight-episode run by NBC and replaced by four episodes from the cancelled limited series *The Family Tree*, originally airing last January. The family drama returned to the schedule in the 10-11 p.m. (NYT) Wednesday slot last week and continues through Aug. 10.

20 years of Entertainment and Learning

CEL has made a mark producing programing for all forms of TV

In 1963, two network producers grew tired of toiling in the network mills and set out to start their own production company so they wouldn't have to please "every whim of some network programing vice president." Twenty years later, Mert Koplin and Charles Grinker, along with Sanford H. Fisher, are prospering as principals of the Corporation for Entertainment and Learning, a New York-based production house that continues to eschew the whims of network programing vice presidents and instead finds itself equally comfortable making programs for television in many forms—commercial or public broadcasting, advertiser-supported or pay cable services, and even videodisks.

It didn't start out that way. Originally, Grinker (vice chairman and creative director of CEL, and former producer for NBC's *Monitor* radio series and *Project 20 Unit* television series, before joining Koplin in 1963 to form CEL) relates, the company earned its first dollars by selling news film clips to TV stations seeking historical footage to beef up news or documentary broadcasts. Later, the film footage was transferred to videotape, and today, CEL's Videotape News Library continues as a staple of its business with an archive on videotape that includes, the company claims, "every significant person and event of the 20th century." The Videotape News Library contains a cross-referenced index of 60 one-hour, three-quarter-inch cassettes with pictorial recordings of events ranging from assassinations to zeppelins. The library is leased on an exclusive and nonexclusive basis to TV stations as well as such group owners as the CBS-owned TV stations and the Post-Newsweek group.

In the past several years, however, CEL

Fisher, Grinker and Koplin

Ratings Roundup

With a boost from its broadcast of the annual *Miss Universe Pageant* and an unusually popular news documentary, CBS-TV finished with a strong lead over the other two networks in the prime time ratings for the week ending Sunday, July 17. It averaged a 14.8 rating/28.5 share against second-ranked NBC-TV (12.3/23.7) and third-ranked ABC (9.8/19), which scored the lowest weekly average in a nonconvention week in modern television history, according to NBC researchers.

Miss Universe (22.6/38) outgunned NBC's rebroadcast of part two of its made-for-TV movie, *Alcatraz: the Whole Shocking Story* (18.7/31) on Monday. Both were leagues ahead of *Monday Night Baseball* (9.7/17), a match between either St. Louis and Los Angeles or Atlanta and Montreal.

ABC's unusually poor performance came in part from its rebroadcast of an eight-hour mini-series, *Masada*, which averaged an 8.9 rating over four nights, from Tuesday through Friday, and was a poor third in its time period on all four nights. An ABC News Closeup, *Alias A John Blake* (6.4/13) left the network in second place on Saturday, the night ABC almost always wins. ABC's only bright spot was an 11.9/23 for the championship game of the United States Football League, a match between Michigan and Philadelphia broadcast Sunday night. It was the second highest rated USFL broadcast of the season, behind the league's opening game, which averaged a 14.2 rating.

The First 20

1.	*Trapper John, M.D.*	CBS	23.2/42
2.	*Miss Universe Pageant*	CBS	22.6/38
3.	*Newhart*	CBS	20.2/35
4.	*Jeffersons*	CBS	19.3/34
5.	*NBC Monday Movie*—"Alcatraz: The Whole Shocking Story" (Part 2)	NBC	18.7/31
6.	*CBS Wednesday Night Movie: Prime Suspect*	CBS	18.2/33
7.	*Simon & Simon*	CBS	17.7/31
8.	*60 Minutes*	CBS	16.6/37
9.	*A Team*	NBC	16.6/33
10.	*Magnum, P.I.*	CBS	16.1/33
11.	*Hill Street Blues*	NBC	15.8/29
12.	*Remington Steele*	NBC	15.7/28
13.	*Cheers*	NBC	15.7/27
14.	*CBS Reports: The Plane That Fell From the Sky*	CBS	15.3/28
15.	*CBS Tuesday Night Movie: Defiance*	CBS	15.1/27
16.	*St. Elsewhere*	NBC	15.1/27
17.	*One Day At A Time*	CBS	14.7/28
18.	*Knight Rider*	NBC	14.7/29
19.	*Facts of Life*	NBC	14.2/27
20.	*Family Ties*	NBC	13.8/27

The Final Five

61.	*Archie Bunker's Place*	CBS	7.3/16
62.	*Walt Disney*	CBS	7.2/17
63.	*Making of Superman II*	ABC	7.0/15
64.	*ABC News Closeup: Alias A. John Blake*	ABC	6.4/13
65.	*Voyagers*	NBC	5.8/13

of CP (BPED-800623AF, as mod.) to make changes in antenna system; change type tran.; decrease HAAT to 651.5 ft., and change TPO. Action July 7.

- WGOV-FM (92.9 mhz) Valdosta, Ga.—Granted CP to make changes in antenna system; decrease ERP to 50 kw; increase HAAT to 249 ft., and change TPO. Action July 5.

- *WHME (103.1 mhz) South Bend, Ind.—Granted modification of CP (BPH-820507AS) to make changes in antenna system; change TL; reduce overall height of tower to 275 ft. Action July 7.

- WABX (99.5 mhz) Detroit—Dismissed CP to make changes in antenna system; change type trans; change type antenna; change TL; increase ERP to 17.78 kw; decrease HAAT to 784 ft. Major environmental action under section 1.1305 of rules. Action July 8.

- WMQT-FM (107.1 mhz) Hancock, Mich.—Returned CP to make changes in antenna system; change TL; increase ERP to 100 kw; decrease HAAT to 530 ft., and change TPO. Action July 8.

- KLUK (105.5 mhz) Knob-Noster Warrensburger Mo.—Granted waiver of section 73.1201 (B)(2) of rules to identify as Knob Noster-Warrensburg. Action July 1.

- KBWH (106.3 mhz) Blair, Neb.—Granted CP to decrease ERP to 1.26 kw; increase HAAT to 459 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 5.

- WNTZ (93.1 mhz) Syracuse, N.Y.—Granted CP to install auxiliary antenna system at main TL; ERP: 39 kw (H); HAAT: 694 ft. (H) for auxiliary purposes only. Action July 7.

- WCLW-FM (105.3 mhz) Mansfield, Ohio—Granted CP to make changes in antenna system; change type antenna; decrease ERP to 17.5 kw; decrease HAAT to 217 ft., and decrease TPO to 7.5 kw. Action July 8.

- KNOK-FM (107.5 mhz) Fort Worth—Returned modification of CP (BPH-820330AL) to change TL; increase HAAT to 1,095 ft., and change TPO. Action July 7.

- KGSU-FM (91.1 mhz) Cedar City, Utah—Granted CP to change frequency to 91.1 mhz; change TL; specify RC from SL; increase ERP to 10.024 kw; change HAAT to minus 462 ft., and make changes in ant. sys. Action July 7.

- KCPX-FM (98.7 mhz) Salt Lake City—Granted CP to install auxiliary antenna; change HAAT to 2,895 ft. (for auxiliary purposes only). Action July 5.

- WFFV (99.3 mhz) Front Royal, Va.—Granted CP to change change TL; decrease ERP to 3 kw; decrease HAAT to 230 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 8.

- WSBW (100.1 mhz) Sturgeon Bay, Wis.—Granted CP to make changes in antenna system; increase ERP to .595 kw and increase HAAT to 603 ft.

- KHYS (98.5 mhz) Port Arthur, Tex.—Granted CP to make changes in antenna system; increase ERP to 100 kw, and increase HAAT to 437 ft. Action June 29.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

TV actions

- KTVJ (ch. 14) Boulder, Colo.—Granted MP (BPCT-790130KS) to change ERP to 5,000 kw vis., 500 kw aur.; change TL, and change HAAT to 996 ft. Action June 30.

- WTKW (ch. 16) Key West, Fla.—GRanted MP (BPCT-800811KJ, as mod.) to change TL. Action June 30.

- WNHT (ch. 21) Concord, N.H.—Granted authority to identify SL as "Concord-Manchester, N.H." Action June 30.

- KSRE (ch. 6) Minot, N.D.—Granted CP to make changes in ant. sys. Action June 24.

- KOTI (ch. 2) Klamath Falls, Ore.—Granted CP to change ERP to 35.5 kw vis., 3.55 kw aur.; change 2.185 ft., and change TL. Action June 27.

- KOBI (ch. 5) Medford, Ore.—Granted CP to change TL and designate auxiliary tran. and antenna as main transmitter and antenna. Action June 29.

- WAIM-TV (ch. 40) Anderson, S.C.—Granted MP to change ERP to 2,259 kw vis., 225.9 kw aur.; change HAAT to 1,474 ft., and change TL. Major environmental action contigent to grant of BALCT-821022EB. Action June 29.

In contest

Legal activities

- Gencom Inc. has filed appeal with U.S. Court of Appeals for District of Columbia Circuit of June 21 FCC action in which FCC denied review of decision of Chief, Common Carrier Bureau granting application of Advanced Mobile Phone Service Inc. for CP for cellular radio system in Phoenix. (Gencom Inc. v. FCC, Case No. 83-1720). Ann. July 14.

- Western Union International Inc. has asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's April 20 action which disposed of two petitions for reconsideration or clarification, filed by Western Union International Inc. and RCA Global Communications Inc., of FCCs action regarding changes in corporate structure and operations of Communications Satellite Corp. Action denied petitions except to extent that separation required between Comsat parent corp. and its subsidiaries be clarified. (Western Union International Inc. v. FCC & USA, Case No. 83-1729. Ann. July 14.

Call letters

Applications

Call	*Sought by*
	New AM's
WURL	Cooke Broadcasting, Moody, Ala.
WZEL	WZEL Inc., Young Harris, Ga.
KAIN	Fredericka Cain Todd, Vidalia, La.
KBSM	Eastern Jackson County Broadcasting Corp., Blue Springs, Mo.
KTOL	Capitol County Broadcasters Inc., Lacey, Wash.
	New FM's
KHBC	Hassayampa Broadcasting, Wickenberg, Ariz.
KEKA-FM	Redwood Broadcasting Co., Eureka, Calif.
WAEM	Oceanside Broadcasting Co., Shallotte, N.C.
	New TV's
WDVI	Delaware Valley Broadcasters Inc., Wilmington, Del.
	Existing AM's
KIIQ	KRTS Manitou Springs, Colo.
WIFE	WCNB Connersville, Ind.
WZON	WACZ Bangor, Me.
KRVC	KBOY Medford, Ore.
KROX	WFAA Dallas
WIKS	WPAR Parkersburg, W.Va.
WPRX	WAOZ Hudson, Wis.
	Existing FM's
KBBT	KSAA Casa Grande, Ariz.
WEZI	WYOR Coral Gables, Fla.
WWMJ	WDEA-FM Ellsworth, Me.
*WEEE	WEHS Cherry Hill, N.J.
KCPK	KICA-FM Clovis, N.M.
KWSI	KHQE Warm Springs, Ore.
KKLS-FM	KKHJ Rapid City, S.D.
KALK	KZIM Denison, Tex.

Grants

Call	*Assigned to*
	New AM's
KMTL	Sherwood Broadcasting Co., Sherwood, Ark.
WKZY	Hercules Broadcasting Co., North Fort Myers, Fla.
WJJN	Newburgh Broadcasting Co., Newburgh, Ind.
WMDB	Babb Broadcasting, Nashville
	New FM's
KJMM	Calnevar Broadcasting Inc., Needles, Calif.
WQEZ	MPP Inc. Fort Meyers Beach, Fla.
KGCI	Grundy Broadcasting Co., Grundy Center, Iowa
KLKS	Lakes Broadcasting Group Inc., Breezy Point, Minn.
KIAG	R.C.T. Communications Inc., Mountain View, Mo.
KOOC	Tri City Broadcasters Inc., Cozad, Neb.
WFKX	Wolfe Communications Inc., Henderson, Tenn.
KHER	Acelga Broadcasting, Crystal City, Tex.
KTFA	Voice in the Wilderness Broadcasting Inc., Groves, Tex.
KEYF	Good Luck Broadcasting Inc., Grand Coulee, Wash.
WMTD-FM	Bluestone Broadcasters Inc., Hinton, W. Va.
	New TV's
KHFT	Hobbs Family Television, Hobbs, N.M.
WOIO	Channel 19 Inc., Shaker Heights, Ohio
KLTJ	Cela Inc., Irving, Tex.
	Existing AM's
WTWG	WBUL Birmingham, Ala.
WKSJ	WLLF Prichard, Ala.
KESR	KNYO Independence, Calif.
WFNN	WWQT Dunedin, Fla.
WVFJ	WFDR Manchester, Ga.
WNVI	WOCH North Vernon, Ind.
WGSP	WHVN Charlotte, N.C.
WHVN	WIST Charlotte, N.C.
WKJS	WHBT Harriman, Tenn.
WYLQ	WTNR Kingston, Tenn.
WKEE	WHTN Huntington, W. Va.
WHEZ	WTCR Kenova, W.Va.
WGNW	WCQL Pewaukee, Wis.
	Existing FM's
WVTY	WHBS Holiday, Fla.
WGUL-FM	WPSO New Port Richey, Fla.
WVFJ-FM	WQCK Manchester, Ga.
WNVI-FM	WOCH-FM North Vernon, Ind.
KXAX	KKKA St. James, Minn.
KXSS	KBHL Lincoln, Neb.
WYYY	WSYR-FM Syracuse, N.Y.
WRQN	WKIQ Bowling Green, Ohio
WHBT	WKJS Harriman, Tenn.
KTRJ	KTRM Euphrata, Wash.
WTCR	WHEZ Huntington, W.Va.
	Existing TV's
KWCH-TV	KTVH Hutchinson, Kan.
WAXA	WAIM-TV Anderson, S.C.
WDSI-TV	WRIP-TV Chattanooga, Tenn.
KINT-TV	KEHB-TV El Paso, Tex.

8/1/83
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The Fifth Estate

Broadcasting Aug 1

THE BEST
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52d Year 1983

Vol. 105 No. 5

Broadcasting Aug 1

Financial interest compromise coming into view □ DBS companies preparing for fall launch □ NPR finds a benefactor □ Mudd ousted as NBC anchor □

UPFRONT STATS □ CBS finishes three-network upfront buying season, which amounted to $1.9 billion. **PAGE 20.**

DBS DEAD HEAT □ Two companies, IAST and USCI, are completing plans for fall launches of satellite-to-home broadcasting services. **PAGE 22.**

STATUS ON STOCK □ Current rise in market is helping bring cable stocks out of the woods, while most broadcast stocks stabilize after leading wave of financial recovery. **PAGE 23.**

K.C. SHOOTOUT □ Lawsuit that centers on age, women and alleged "double standard" for television anchors begins in Kansas City. **PAGE 24.**

BUSY SIGNAL □ Joint Hill hearing finds FCC and Congress at odds over who should have jurisdiction over telephone rates. **PAGE 25.**

TV STEREO □ FCC proposes rulemaking that would allow broadcasters to use their aural basebands for stereo sound. **PAGE 26.**

ET'S BIRTHDAY □ Two years and 500 shows later, *Entertainment Tonight* has gained both an audience and news credibility. **PAGE 34.**

MORE SPRING FOOTBALL? □ William B. Tanner Co. is mulling over $21-million rights package to new spring International Football League. **PAGE 37.**

ELECTRONIC DATA □ Nielsen Co. will begin testing system where TV audience data would be collected electronically. **PAGE 38.**

MARTI VICTORY □ Authorizing legislation passes House committee with changes suitable to NAB. **PAGE 40.**

MASS MEDIA McKINNEY □ Former Private Radio Bureau chief James McKinney is FCC Chairman Fowler's choice to head commission's Mass Media Bureau. **PAGE 41.**

CLEAR SAILING □ David Markey breezes through Senate Commerce Committee hearing on his appointment to officially take over the helm of NTIA. **PAGE 44.**

SPECTRUM DEBATE □ Proposed changes in nonbroadcast services draws mixed comments at FCC. **PAGE 45.**

RADIO MAILING □ House Telecommunications Subcommittee mails out questionnaires on nonentertainment programing to 1,000 radio stations. **PAGE 47.**

EARNINGS ROUNDUP □ A run-down of second-quarter financial results of Fifth Estate companies shows mixed bag. **PAGE 48.**

MUDD OUSTER □ NBC News drops Roger Mudd and co-anchor format for single anchor, Tom Brokaw. **PAGE 54.**

AM STEREO JAM MACHINE □ Sony introduces portable AM-FM stereo player. **PAGE 56.**

IN THE PROGRAMING "HOT SEAT" □ Harvey Shephard, CBS Entertainment senior vice president, programs, is right where he wants to be. **PAGE 79.**

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Angeles' successful *Eye on L.A.* access strip, and Cable News Network's weekly *Hollywood Journal*.

"We've really cut into *PM Magazine* in many markets where we're head to head with them," Goldhammer contends. "We forced WDVM-TV Washington to drop *PM Magazine* as a result of the February book."

In New York, *E T* rose from fifth to second place in access following its switch from an independent to ABC-owned WABC-TV last January. KRON-TV San Francisco has enjoyed its highest access ratings ever with *E T*. The series is ranked first or second in access, in Detroit, Boston and Washington, according to Goldhammer. In Los Angeles, however, ratings have remained relatively flat for the show on independent KTLA(TV), which airs it at 4:30 p.m. and again at midnight. (A change in time and station in the Los Angeles market is rumored for this fall.)

TeleRep, which handles national advertising sales for the series, does not disclose billings for the program, but a spokesman said there are no spots available on the show for the forseeable future and that many advertisers are renewing for the fall. The program is available on a market-exclusive cash barter basis. Local stations receive five minutes for local sale for both the weekday and weekend shows, with TeleRep retaining one minute during each weekday program and five minutes on weekends. National sponsors buying a 30-second spot during the week receive a comparable spot on *Entertainment This Week*. The price of the show is determined by "competitive rates for similar programs at the same time period" and by "revenue potential based on performance in local ratings," according to Paramount. □

Ratings Roundup

With six-tenths of a rating point to spare over second-ranked ABC-TV, CBS-TV won the prime time ratings for the week ending Sunday, July 24, averaging a 12.5 rating/24.3 share, according to A.C. Nielsen's National Television Index. ABC bounced back from a poor performance the week before to average an 11.9/23.4, while NBC, which captured only one night by two-tenths of a rating point averaged an 11.5/22.5.

CBS won Monday, Thursday, Friday and Sunday, while ABC took Wednesday and Saturday and NBC won Tuesday. Of the top 30 programs, CBS had 13, ABC had nine and NBC had eight.

In a week in which 78% of the programs broadcast were reruns, CBS News's *On the Road with Charles Kuralt* (11/23) scored the highest ratings among original, summer-replacement series on all three networks. Behind it were ABC's *½ Hour Comedy Hour* (10.4/21), which runs opposite *Kuralt*, NBC's *Buffalo Bill* (10.2/19), and CBS News's *Our Times with Bill Moyers* (10/19).

Monday Night Baseball (11.2/21) on ABC had one of its stronger performances of the season, but failed to bring the network more than third place for the night, behind NBC's rebroadcast of the made-for-TV movie, *Sophia Loren: Her Own Story* (13.7/25), and CBS's lineup of series reruns (14.5/26.7). On Tuesday, a strong performance by ABC's *Hart to Hart* (16.8/30) helped that network average a 13.5/25 for the night, challenging NBC's 13.7/25.2 for its usually strong lineup that included repeats of *A Team* and *Remington Steele*.

The First 20

1.	*ABC Movie Special*—"Dr. No"	ABC	16.8/32
2.	*Hart to Hart*	ABC	16.8/30
3.	*Trapper John, M.D.*	CBS	16.3/30
4.	*60 Minutes*	CBS	16.2/35
5.	*Jeffersons*	CBS	16.2/29
6.	*Cagney & Lacey*	CBS	15.9/28
7.	*Newhart*	CBS	15.6/27
8.	*Hill Street Blues*	NBC	15.3/29
9.	*A Team*	NBC	15.2/30
10.	*Simon & Simon*	CBS	15.0/27
11.	*Knight Rider*	NBC	14.9/31
12.	*Love Boat*	ABC	14.5/31
13.	*Tucker's Witch*	CBS	14.5/26
14.	*Cheers*	NBC	14.5/25
15.	*20/20*	ABC	14.2/27
16.	*Remington Steele*	NBC	14.0/25
17.	*NBC Monday Night Movies—Sophia Loren*	NBC	13.7/25
18.	*9 to 5*	ABC	13.7/24
19.	*Magnum, P.I.*	CBS	13.6/27
20.	*CBS Wednesday Night Movie—Blinded by the Light*	NBC	13.5/25

The Final Five

61.	*ABC Friday Night Movie—Massarati and the Brain*	ABC	8.2/17
62.	*ABC Comedy Special*	ABC	8.1/18
63.	*Monitor*	NBC	8.0/17
64.	*Voyagers*	NBC	7.1/15
65.	*Ripley's Believe It or Not*	ABC	6.4/14

Tanner, new spring football league start rights talks at $21 million

IFL would have 12 teams playing Sunday evening for 16 weeks

Next spring may see the birth of yet another professional football league—the International Football League—which last week announced it was negotiating with the Memphis-based William B. Tanner Co., a media buying service, for the new league's television, radio and cable coverage rights. The asking price for the first year is $21 million.

The IFL has proposed to start its inaugural season, which, like that of the one-year-old USFL, would run from March to July, with 12 teams. And some of those teams would be in markets that already have one or more NFL squads and a USFL team.

If Tanner acquires the rights, it's understood the company would form an IFL television network consisting primarily of independent stations (covering at least 70% of the country) to carry the games. The Tanner network would televise four regional games weekly throughout the 16-week season. The games would be played on Sunday evenings.

Edward Hartnett, executive vice president of Tanner and Co., told BROADCASTING last week the company will study the results of a feasibility study, due to be compiled in the next two weeks, before deciding on the rights package. The study will examine viewer, advertiser and station interest in IFL football and projections on the degree of advertiser participation. "If the numbers come out right," said Hartnett, Tanner Co. would pay the $21 million asking price for the IFL right. But if the projections derived from the study fall short of the company's expectations, said Hartnett, the company would offer to pay a lower rights fee or perhaps bypass the deal altogether.

Hartnett said that preliminary talks with some stations about a possible affiliation with an IFL network were encouraging. "We've gotten a pretty positive response from them," he said, but declined to cite any of the stations by call letters. The regional games would be produced by independent crews retained by Tanner and would be satellite fed to the affiliates.

Tanner is not new to network sports. It holds the broadcast rights to Metro Collegiate Athletic Conference basketball games, and has agreements with Metro Sports and TVS to sell time for some of the sports networks those companies have set up.

Hartnett conceded that there are some "very definite negatives" to be considered with the IFL. "The IFL is brand new coming on top of a new USFL," he noted. "And [USFL] ratings dropped as the season progressed, but regionalization should help that." On the positive side, he suggested that the USFL "could be dislodged in some areas," and that a real battle for the new football leagues could evolve next year.

Jerry Saperstein is the commissioner of the IFL. He resigned July 1 as vice president of Madison Square Garden Attractions Co., which acquires television rights to sporting events internationally. Saperstein said that the new league (whose formation was announced earlier this year) and Tanner hoped to negotiate a five-year deal (with three-year options), although the financial terms would be renegotiated annually based on the ratings and advertising revenues generated by the Tanner network.

The initial 12 teams in the IFL are to be located in New York; Los Angeles; Honolulu; Charlotte, N.C.; Miami, Milwaukee; the San Francisco Bay area (but not San Francisco); Houston, Chicago and in undetermined sites in Ohio, Nebraska and Tennessee. Initial seed money will total about $24 million, with each owner required to submit to the league a $2-million letter of credit.

No formal studies have been undertaken to determine the viability of the league, conceded Saperstein, but he said that "we think that a market is being created out there" for spring football, largely due to the efforts of the USFL. Signing a TV deal will be the "single most important element in the success" for the league, said Saperstein.

Revenue derived from whatever rights agreement is secured would be split among the teams equally. And while the deal with facilites of WLIR(FM): 92.7 mhz, 1 kw, HAAT: 521 ft. Address: 45 44th Street, Copiague, N.Y. 11726. Principal is owned by Kenneth L. Herring, who is program director of WTHE(AM) Mineola, N.Y. Filed July 14.

■ Garden City, N.Y.—WINK Radio Inc. seeks facilites of WLIR(FM): 92.7 mhz, 1 kw, HAAT: 521 ft. Address: 78 Bennett Avenue, Huntington Station, N.Y. 11746. Principal is owned by Ronald E. Graiff and wife, Winifred C. It has no other broadcast interests. Filed July 14.

■ Bradford, Pa.—BradComm Inc. seeks 98.3 mhz, .87 kw, HAAT: 510 ft. Address: 727 Merle Street, Clarion, Pa. 16214. Principal is equally owned by George Sciranko, president, and William S. Hearst. Sciranko is sales manager of WWXH(AM) Clarion, Pa. Hearst owns 67% of WWCH. Filed July 14.

■ Clarion, Pa.—Clarcom Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 213 Highland Drive, Shippenville, Pa. 16254. Principal is equally owned by William Regester, president, Fred C. McIlhattan and Timothy Galeza. It has no other broadcast interests. Filed July 14.

■ Mifflintown, Pa.—Juniata Broadcasting Co. seeks 98.3 mhz, .225 kw, HAAT: 917.5 ft. Address: 16 Queen Drive, Lewistown, Pa. 17044. Principal is owned by Faith B. Weidman, president (51%) and husband, Donald E. It has no other broadcast interests. Filed July 14.

■ Wedgefield, S.C.—Dailey and Reich Broadcasting seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 814 Boulevard Road, Sumter, S.C. 29150. Principal is owned by Raymond F. Reich and Calvin E. Dailey Jr. (50% each). It also owns WDXY(AM) Sumter. In addition Dailey owns WCEF(FM) Ripley, W.Va., which he is divesting himself of. Filed July 24.

■ Seabrook, Tex.—Texas Family Radio Ltd. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 3637 Shaver Bench Mark, apt. 1208, Pasadena, Tex. Principal is owned by Kim Stone (90%) and Nelson Rosa (10%). It has no other broadcast interests. Filed July 14.

■ Seabrook, Tex.—Texas Minority Broadcasting Group seeks 92.1 mhz, 3 kw, HAAT: 292 ft. Address; P.O. Box 147, Seabrook, Tex. 77586. Principal is equally owned by Albert E. Hopkins, Kimberly V. Higgs and Kenneth D. Brantley. It has no other broadcast interests. Filed July 14.

TV applications

Paintsville, Ky.—Hometown Television Inc. seeks ch. 69 plus; ERP: 52.24 kw vis., 5.2 kw aur., HAAT: 646 ft.; ant. height above ground: 155.6 ft. Address: 37 Northgate, Paintsville 41240-0630. Principal is owned by James C. Blevins, president, who has no other broadcast interests. Filed July 14.

■ Augusta, Ga.—Augusta Family Television Ltd. seeks ch. 54; ERP: 1,532.1 kw vis., 153.21 kw aur., HAAT: 956 ft.; ant. height above ground: 756 ft. Address: 1103 Wheeler Avenue, Chattanooga, Tenn. 37406. Principal is owned by Randall L. Rader (80%) and Norma Crowder (20%). It has no other broadcast interests. Filed June 30.

■ Augusta, Ga.—Independent Masters Ltd. seeks ch. 54; ERP: 916 kw vis., 91.6 kw aur., HAAT: 1,500 ft.; ant. height above ground: 1,421 ft. Address: 4170 Sunrise Trail, Atlanta 30349. Principal is owned by Shirley L. Hook (80%) and Henry Preston Elliott (20%). It has no other broadcast interests. Filed July 1.

■ Alexandria, La.—Cenla Broadcasting Group seeks ch. 41 plus; ERP: 1,380 kw vis., 138 kw aur., HAAT: 585 ft.; ant. height above ground: 522 ft. Address: 219 Main Street, Minden, La. 71055. Principal is equally owned by J. Robert Kemmerly; his wife, Sue Martin Kemmerly; Harmon Drew Jr., and his wife, Jean Talley Drew. They also have interests in applicants for new TV's at Bossier City, La.; Hot Springs, Ark., and Vicksburg, Miss. Filed June 13.

■ New Iberia, La.—Way of the Cross of Baton Rouge seeks ch. 36; ERP: 4,500 kw vis., 450 kw aur., HAAT: 256.67 ft.; ant. height above ground: 281 ft. Address: 1004 Crystal Court, Lexington, Ky. 40515. Principal: Nonprofit organization, headed by Edward C. Bowlds, president. It also is applicant for new TV's at Hutchinson, Kan.; Mobile, and Selma, both Alabama; Logan, Utah; Galveston, Tex., and Lexington, Ky. Filed July 14.

AM actions

■ Rainsville, Ala.—Alfred Brausam application returned for 1030 khz, 2.5 kw. (BP-830316AG). Action July 14.

■ Shepherdsville, Ky.—Elizabeth A. Osselmeier and Gene R. Osselmeier application returned for 1040 khz, 1 kw-D. Address: 204 Walnut Street, Shepherdsville, 40165. (BP-830222AE). Action July 1.

■ Frankemuth, Mich.—Siefker Broadcasting Co. application returned for 660 khz, 1 kw, DA-D. (BP-830124AB). Action July 7.

FM actions

■ Paauilo, Hawaii—Hamakua Broadcasting granted 95.9 mhz, 2.1 kw (H); HAAT: minus 201 ft. (H). (BPH-820917AF).

■ Lakeview, Mich.—Tamarack Broadcasting Inc. granted 106.3 mhz; 3 kw, HAAT: 300 ft. (BPH-830103AJ). Action July 13.

Ownership changes

■ WEIS(AM) Centre, Ala. (990 khz, 250 w-D)—Seeks assignment of license from Cherokee County Broadcasting Co. Inc. to Weis Radio for $157,675. Seller is headed by James M. Davis, president. Buyer is owned by Jerry W. Baker and Linda G. Baker. They have no other broadcast interests. Filed July 5.

■ WWLX(AM) Lexington, Ala. (620 khz, 5 kw-D)—Seeks assignment of license from Wright, Wright and Sanders to Roger W. Wright for $4,000. Sellers are dissolving partnership and assigning license and assets to Roger Wright. Buyer is applicant for new FM at Minor Hill, Tenn. Filed July 8.

■ KXRQ(AM) Trumann, Ark. (1530 khz, 250 w-D)—Seeks transfer of control of Cate Communications Corp. from William N. Cate (100% before; none after) to Bobby L. Stotts and others (none before; 100% after). Consideration: $150,000. Principals: Seller has no other broadcast interests. Buyer is equally owned by Kelley W. Webb, Bobby L. Stotts and James H. Roberts. They have no other broadcast interests. Filed July 8.

■ KFXD-AM-FM Nampa, Idaho (580 khz, 5 kw-U, DA-N; FM: 94.9 mhz, 46 kw, HAAT: 2,520 ft.)—Seeks assignment of license from Idaho Broadcasting Co. to Boise Broadcasting Ltd. for $1.1 million (BROADCASTING, July 25). Seller is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freund (26.7%) and Arthur Oppenheimer (9%). Cornils is radio vice president of National Association of Broadcasters: Orval Hansen is Washington attorney; Freund is Idaho Falls, Idaho, nuclear engineer; Oppenheimer is Boise, Idaho, businessman, and Reed Hansen is Pocatello, Idaho, farmer. They have no other broadcast interests. Buyer is owned by Philip T. Kelly and Richard L. Voight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPI-FM Albert Lea, Minn., KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis. Filed July 15.

■ KCBC(AM) Des Moines, Iowa (1390 khz, 1 kw-U, DA-1)—Seeks assignment of license from Harry G. Slife, receiver, to KRMB Inc. for $135,000. Seller also owns KWWL-TV Waterloo and KTIV(TV) Sioux City, both Iowa; KFVS-TV Cape Girardeau, Mo.; WAFF(TV) Huntsville, Ala., and WTOC-TV Savannah, Ga. Buyer is owned by John G. Enoch, president (80%) and wife, Sara L. It has no other broadcast interests. Filed July 15.

Summary of broadcasting
as of March 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ KKAN(AM) Phillipsburg, Kan. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bengel Broadcasting Inc. to Barracuda Broadcasting Inc. for $620,000 (BROADCASTING, July 18). Seller is headed by Bernard M. Brown, president. Buyer is owned by Jan D. Parker, president, and Kenneth R. Kohrs (50% each). It has no other broadcast interests. Filed June 29.

■ WGKY-FM Greenville, Ky. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Hayward F. Spinks to his daughter, Leesa Spinks Hunt for assumption of $10,000 in debt. Seller owns WLLS-AM-FM Hartford, Ky. Buyer is manager of WGKY-FM, and has no other broadcast interests. Filed July 19.

■ WXOX(AM) Bay City, Mich. (1250 khz, 1 kw-D)—Seeks assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,00, including $100,000 noncompete agreement. Seller is headed by Donald K. Mayle, president. Mayle also owns 85% of WWWS(FM) Saginaw, Mich. Buyer is owned by Gene Ellerman and wife, Vera (50% each). It has no other broadcast interests. Filed July 14.

■ KBOA(AM)-KTMO(FM) Kennett, Mo. (830 khz, 1 kw-D, DA-D); FM: 98.9 mhz, 100 kw, HAAT: 370 ft.)—Seeks assignment of license from KTMO Inc. to KBOA Inc. for $1.3 million. Seller is owned by Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. Buyer is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(TV) West Monroe, La.; 42.08% of KMTC(TV)-KTXR(FM) Springfield, and 100% of KFAL(AM)-KKCA(FM) Fulton, KLEX(AM)-KBEK(FM) Lexington, all Missouri. Filed July 19.

■ KSPR(TV) Springfield, Mo. (ch. 33, 1,122 kw vis., 112 kw aur.; HAAT: 1,079 ft.)—Seeks transfer of control of Springfield Television Associates Ltd. from Doctor R. Crants Jr. (33.3% before; 10% after) to Farrell B. Jones (66% before; 74.8% after). Consideration: $225,000 plus 10% limited partner's interest. Principals: Seller is headed by Doctor R. Crants Jr., president. It also has interest in new TV's at Knoxville, Tenn., Daytona Beach, Fla., and Shreveport, La. Buyer also has interests in new TV at Daytona Beach, Fla.; Salem, Mass. and Shreveport, La. Filed June 23.

■ WTUV(TV) Utica, N.Y. (ch. 33, 53.5 kw vis., 5.35 kw aur.; HAAT: minus 125 ft.)—Seeks assignment of license from Broadcast Facilities to Mohawk Valley Broadcasting Associates for $18,000. Seller is owned by Robert Raide, who also owns WOZO(AM) Penn Yan and WCDO(AM) Sidney, both New York. He also owns CP for new FM at Sidney. Buyer is equally owned by Craig Fox, Joel Friedman and Kevin O'Kane. Fox has interest in permittee for new TV's at Hazleton and Scranton, both Pennsylvania, and at Ithaca, N.Y.; WAQX(FM) Manlius, N.Y.; WOLF(AM) Syracuse, N.Y.; applicant for new AM's at Canton, N.Y., Concord, N.H., and new FM's at Honolulu and Sanibel, Fla. Friedman is general sales manager for WAQX and WOLF. Kane is announcer and operations and programing assistant at WOLF. Filed July 7.

■ WEEW(AM) Washington, N.C. (1320 khz, 500 w-D)—Seeks assignment of license from Radio Washington Inc. to James Eugene Hodges for $15,083. Seller is headed by Charles Windley Carawan, president. It has no other broadcast interests. Buyer has no other broadcast interests. Filed July 19.

■ KWEY-AM-FM Weatherford, Okla. (1590 khz, 1 kw-D, DA-1; FM: 97.3 mhz, 70 kw, HAAT: 385 ft.—Seeks transfer of control of KWEY Inc. from Alene E. Buenning and Richard D. Johnson (100% before; none after) to Philip C. Spivey and Lynn Wolfgang (none before; 100% after). Consideration: $1,378,000 plus other considerations. Sellers have no other broadcast interests. Buyers: Spivey owns 79% of KBBB(AM)-KDKQ(FM) Borger, Tex. Wolfgang, daughter of Buenning, is sales manager of KWEY and has no other broadcast interests. Filed July 8.

■ *WSJK-TV Sneedville, Tenn. (ch. 2, 100 kw vis., 20 kw aur., HAAT: 1,760 ft.)—Seeks assignment of license from Tennessee State Board of Education to East Tennessee Public Communications Corp. Seller is noncommercial educational TV, headed by Robert L. McElrath, chairman. It also owns WCTE(TV) Cookeville, WTCI(TV) Chattanooga, and WLJT Lexington, all Tennessee. Buyer is nonprofit corporation, headed by Charles Davis, chairman. It has no other broadcast interests. Filed July 8.

■ KKYR(AM) Marshall, Tex. (1410 khz, 500 w-D)—

8/8/83
C1750-1

The Fifth Estate

Broadcasting Aug 8

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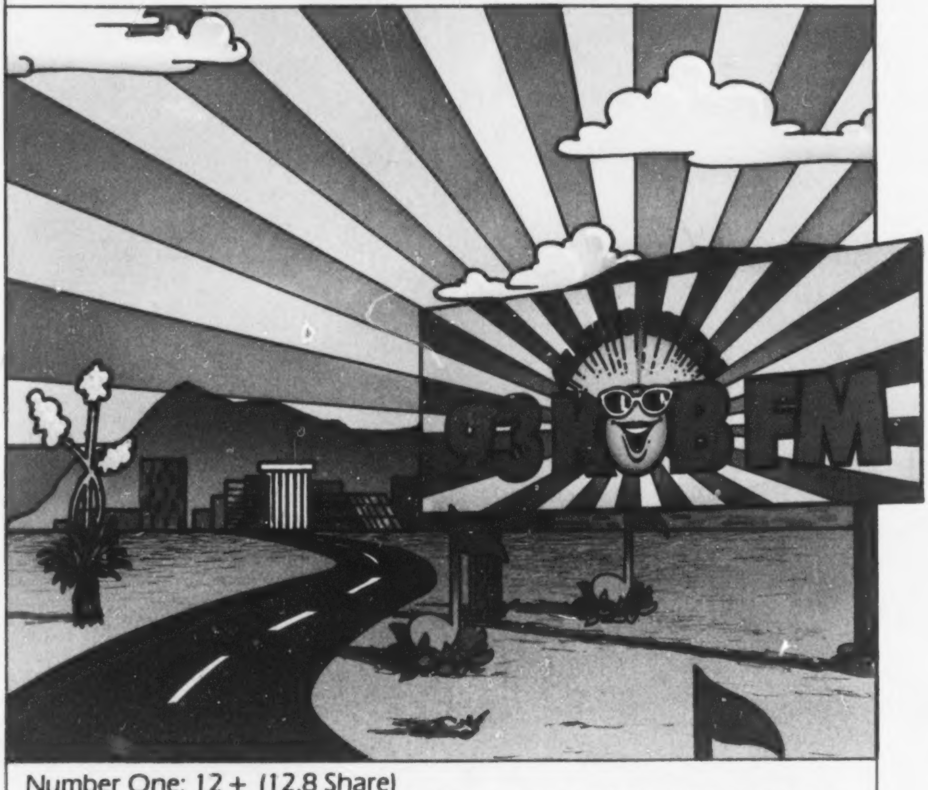

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52d Year 1983

FCC plans to put networks back in action on financial interest

Football '83

Vol. 105 No. 6

Broadcasting Aug 8

Networks look like winners in FCC's tentative decision on financial interest, syndication rules ☐ Radio Marti filibuster defeated in Senate ☐ Football '83

NETWORK GO ☐ FCC makes tentative decision that would allow networks to negotiate a financial interest in independently produced programing and would partially allow them into the syndication market. Decision won't become official until final vote, scheduled after one more round of comments. Reaction to FCC action is mixed. **PAGE 27.**

NO BAR ☐ House attempt to bar the FCC from changing its syndicated and financial interest rules for five years is unsuccessful as committee is stopped from marking up legislation. **PAGE 30.**

BUSTED FILIBUSTER ☐ Potential Senate filibuster on Radio Marti authorizing legislation is stopped by a 61-34 vote. **PAGE 31.**

COMPARING RENEWAL ☐ Wirth's Telecommunications Subcommittee hears testimony against abolition of FCC's comparative renewal policy. **PAGE 32.**

PIGSKIN PREVIEW ☐ Broadcasters will pay $536 million for football rights on the professional and college level this year. A complete rundown of national networks, regional networks, teams and originating stations plus who has what games begins on **PAGE 40.**

COMPENSATION COMPARISON ☐ Chart shows affiliate compensation paid by three networks. **PAGE 54.**

CTAM'S PORT-OF-CALL ☐ Cable administrators and marketers head to San Diego for annual conference of sessions and track days. **PAGE 61.**

CRYSTAL BALL GAZING ☐ Reps and advertisers disagree in survey of television's future effectiveness. **PAGE 61.**

PROGRAMING ABC'S ☐ Company man Lewis Erlicht has his sights set on plugging holes in ABC's programing schedule in his new job as Entertainment president. **PAGE 64.**

DAWSON DEREGULATION ☐ FCC Commissioner Mimi Dawson says agency should seize opportunity in TV rulemaking to free television broadcasters. **PAGE 66.**

AUTHORING AUTHORIZATION ☐ FTC bill with redefinition of unfairness standard for advertising passes Senate Commerce Committee. **PAGE 66.**

SCA COMMENTS ☐ Broadcasters call for greater deregulation for FM SCA's in filings to FCC. **PAGE 67.**

CONTRACTING ☐ DBS hopeful USCI lines up Atlantic Satellite and Data Communications to help in fall launch. **PAGE 69.**

ANCHOR COVERAGE ☐ New book examines stars of evening news shows. **PAGE 75.**

FINANCIAL SHOWMAN ☐ Frank Biondi, a self-described atraditionalist with a background in finance, is bringing his background to bear in his post as head of Home Box Office. **PAGE 95.**

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Broadcasters to spend $536 million on football

It's 8.7% increase despite holdover network pacts with NFL, NCAA; total includes $15 million to USFL for TV, radio and cable coverage; USA Network cutting back its college presentations

With the major networks locked into multiyear contracts with both the National Football League and the National Collegiate Athletic Association, football rights fees remain somewhat stable for the upcoming season, rising about 8.7% to $536.6 million. At the outset of last year, those fees were expected to rise a staggering 135% to $493.7 million due largely to new network pacts with the NFL and the NCAA. As it turned out, however, last year's overall increase, although high, did not add up to 135%, due to the eight-week NFL strike. It is believed the networks paid only $200 million of the $300 million that was due under the new NFL contract last year. (Overall, the five-year NFL network pact is valued at about $2 billion.)

The largest increases for the 1983 season come from the payments by local rights holders to NFL clubs to cover individual teams around the league. Local radio rights payments increased by 47% this year to 12.6% million, compared with the $8.5 million paid in 1982. In most, if not all cases, local radio rights holders are entitled to provide coverage of a team's entire 16-game regular season schedule as well as the four preseason contests played by the team. Local TV rights holders are to pay clubs a total of more than $3.8 million this year, a 40% increase over 1982 when they paid close to $2.7 million. Local television rights generally provide for the holder to broadcast up to four of a team's preseason games. Regular-season live telecasts are the exclusive domain of the three television networks.

With the four-year agreement reached by the NFL Players Association and the NFL Management Council last year, most agree that a strike is out of the question for the next several seasons. Thus, with a full season of games to be televised, the networks will pay significantly more for the NFL rights this year than last. On an average annual basis over the life of the five-year agreement as initially negotiated, the three networks would pay a total of $414 million per year, with CBS paying about $148 million annually, ABC, $136 million, and NBC, $130 million. However, under the terms of payment, as is usually the case, the networks will pay less than the annual average in the early years of the contract and more during the pact's later years. For example, it's understood that the three were supposed to have paid a total of $300 million for the rights to the 1982 season, although that payment was reduced by about one-third, sources confide. This year, the combined TV network total will probably be in the $300-million range, perhaps a little more, while year three should see the networks paying close to the average annual value of $414 million.

While the structure of NCAA football television coverage, in the long term, remains in question, the status quo has been preserved for the 1983 season. Several weeks ago Supreme Court Justice Byron White granted an emergency request filed by the NCAA for a stay of a previous ruling by the 10th Circuit Court of Appeals that NCAA television contracts with CBS, ABC and Turner Broadcasting System violated antitrust laws (BROADCASTING, July 25). The stay will remain in effect until the court decides next term whether to hear the NCAA's appeal of the 10th circuit ruling, and if so, until the high court hands down its decision. And since the court's decision to hear the case won't come until October at the earliest, well into the 1983 college football season, most observers believe the entire season will be played out under the existing NCAA television coverage plan.

Network Lineups

ABC-TV

Pro Hall of Fame Game	July 30
NFL preseason	Aug. 12, 19
NCAA	Starts Sept. 3
NFL Monday Night Football	Starts Sept. 5
NFL primetime mini-series	Starts Sept. 8
Gator Bowl	Dec. 30
Sugar Bowl	Jan. 2
Pro Bowl	Jan. 29

CBS-TV

NFC preseason	Aug. 18, 20, 27
NFC regular season	Starts Sept. 4
NCAA games	Starts Sept. 17
Sun Bowl	Dec. 24
Blue-Gray game	Dec. 25
NFC playoffs	Dec. 26, 31, Jan. 1
Peach Bowl	Dec. 30
Cotton Bowl	Jan. 2
NFC championship	Jan. 8
Super Bowl	Jan. 22

NBC-TV

AFC preseason	Aug. 14, 20, 26
AFC regular season	Starts Sept. 4
AFC playoffs	Dec. 24, 31, Jan. 1
Fiesta Bowl	Jan. 2
Rose Bowl	Jan. 2
Orange Bowl	Jan. 2
Hula Bowl	Jan. 7
AFC championship	Jan. 8

CBS Radio

Package of 37 NFL games including Monday-night games and others, and all post-season games starts Sept. 5

Kickoff Classic	Aug. 29
Sun Bowl	Jan. 2
Cotton Bowl	Jan. 2
Senior Bowl	Jan. 14

Mutual Radio

Notre Dame games and other major games	Start Sept. 3
NFL games	Start Sept. 4
Army-Navy game	Nov. 25
Holiday Bowl	Dec. 23
Liberty Bowl	Dec. 29
Gator Bowl	Dec. 30
Hall of Fame classic	Dec. 28
Sugar Bowl	Jan. 2

NBC Radio

Fiesta Bowl	Jan. 2
Rose Bowl	Jan. 2
Orange Bowl	Jan. 2

As the contracts now stand, both ABC and CBS will each pay the NCAA $131.75 million over the four seasons from 1982 through 1985, or close to $33 million per year on average. TBS is entering the second year of a two-year contract with the NCAA, valued at $17.6 million.

Included in the total rights figure is more than $15 million that will be paid to the United States Football League for coverage of its second season which begins in the spring of 1984. ABC will have the exclusive over-the-air rights (and exclusive television rights to playoff and championship action) for the upcoming season, for which it has agreed to pay $9 million. ESPN has the exclusive cable rights for which it will pay $5.5 million. ABC Radio will pay $625,000 for the USFL network radio rights.

On the radio side, ABC, CBS, Mutual and NBC are spending about what they did last year for the rights to college and pro games—$6 million. More than half of that figure is being paid by CBS, which is entering the last year of a four-year contract with the NFL, valued at $12.1 million, or $3.025 million per year.

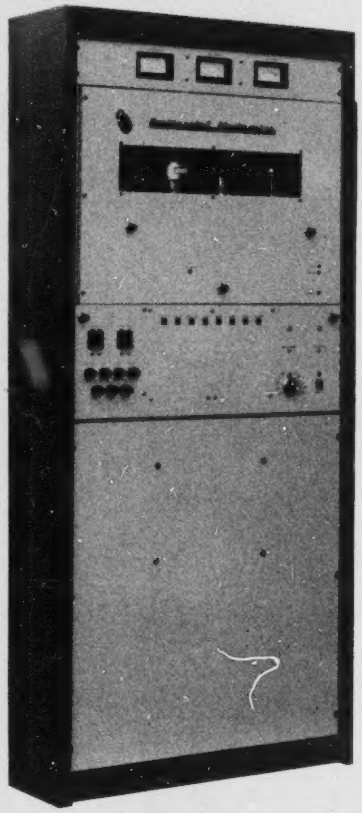
Next spring may also see the birth of another professional football circuit—the International Football League, which would start play with an initial 12 teams, and would compete head to hea[illegible] fans and, viewers) with the USFL. The [illegible] would play its games from March to July, as does the USFL. The newest league recently announced it is talking with William B. Tanner Co., the Memphis-based media buying service, about a rights deal for which the league is asking $21 million (BROADCASTING, Aug. 1).

Cable television networks will be paying about $16 million in all for the rights to professional and college football games this year. Most of that is being shelled out by TBS ($8.8 million) for its NCAA games and ESPN ($5.5 million) for coverage of the USFL, although the latter will also be providing coverage of Canadian football and some college games as well. The USA Cable Network will also carry college games, perhaps 15 or 20 in all, but significantly fewer than it showed last year. The ESPN and USA college games will be shown on a tape-delayed basis.

Rights payments for local radio and delayed TV broadcasts for major college games will total about $10.6 million this year.

Here's how the networks plan to use what they've bought for the 1982 season:

- ABC-TV opened its fall football season July 30 with the annual AFC-NFC Hall of Fame Game, between the Pittsburgh Steelers and the New Orleans Saints, in Canton, Ohio. ABC also has two other preseason



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games: the Pittsburgh Steelers against the New York Giants, Friday (Aug. 12) at 8 p.m. NYT, and a rematch of last year's Super Bowl battlers, Washington Redskins and Miami Dolphins, a week later, Aug. 19, also starting at 8 p.m.

ABC's 16-game *NFL Monday Night Football* schedule opens Sept. 5 with Dallas at Washington (all Monday night games start at 9). The Monday-night series will be augmented, as last year, by five other prime time games. The first, on Thursday, Sept. 8, is San Francisco at Minnesota. The others are set for Thursday, Sept. 15; Sunday, Oct. 23; Thursday, Dec. 1, and Friday, Dec. 16.

ABC's college schedule opens Saturday, Sept. 3, with Georgia vs. UCLA (9 p.m. NYT). The schedule will include 35 regional or national NCAA Division I-A games, with each market receiving 14 games throughout the regular season. Among games scheduled thus far are Army-Navy on Friday, Nov. 25 (2:30 p.m. NYT), to be played this year for the first time in the Rose Bowl in Pasadena, Calif.; Texas at Texas A&M, Saturday, Nov. 26 (noon NYT), and Alabama-Auburn, Saturday, Dec. 3 (3:30 p.m.).

ABC also has three bowl games again this season: the Gator Bowl on Friday, Dec. 30, in prime time, although the exact hour has not been set; the Sugar Bowl on Monday, Jan. 2, at 8 p.m. NYT, and the NFL Pro Bowl, Sunday, Jan. 29, at 4-7 p.m.

ABC officials reported sales going well. The NFL roster was at the 78% sold-out mark two weeks ago, at 30-second prices of $165,000 for multiyear advertisers (up from $150,000 last year), $172,000 for advertisers that were in the NFL package last year but did not sign a multiyear contract, and $185,000 for new advertisers. For ABC's college games, some advertisers signed two-year packages last year, at $60,000 per 30 for both years. New advertisers are charged $66,000, up from approximately $58,000 for last year's one-year-only advertisers.

Among ABC's principal NFL advertisers are Miller beer (through Backer & Spielvogel), Anheuser-Busch (D'Arcy-MacManus & Masius), Datsun (William Esty Co.), Buick (McCann-Erickson), Chevrolet (Campbell-Ewald), Merrill Lynch (Young & Rubicam), Mattel (Ogilvy & Mather) and American Cyanamid (BBDO). Major NCAA advertisers on ABC include Chevrolet, Miller beer and Anheuser-Busch along with Fireman's Fund (Cunningham & Walsh), GM Parts (D'Arcy-MacManus, Masius) and Texaco (Benton & Bowles).

■ CBS-TV opens its 1983 football coverage with three NFL preseason games, starting Thursday, Aug. 18, with the New York Jets and Cincinnati Bengals (9 p.m. NYT). The following Saturday (Aug. 20) CBS will carry Philadelphia-Green Bay (3-6 p.m.) and a week later (Aug. 27) will cover Houston-Dallas (9 p.m.).

CBS's regular season, encompassing 101 games, starts Sunday, Sept. 4, with seven regional broadcasts. Doubleheaders are set for eight Sunday afternoons: Sept. 18 and 25, Oct. 9, 16 and 30, Nov. 13 and 27 and Dec. 1.

CBS's national broadcasts will be on Thanksgiving Day (St. Louis-Dallas, 4 p.m. NYT); Saturday, Dec. 10 (Atlanta-Miami, 4 p.m.), and Saturday, Dec. 17 (New York Giants-Washington Redskins, 12:30 p.m.).

CBS's five-game post-season schedule starts with a first-round playoff Monday, Dec. 26 (time to be announced). Then come the NFC divisional playoffs Saturday, Dec. 31, and Sunday, Jan. 1, leading to the NFC championship game Sunday, Jan. 8. And that, of course, leads to Super Bowl XVIII on Sunday, Jan. 22.

CBS's college football schedule, like ABC's, provides for 35 regional and national broadcasts of NCAA Division I-A games on 14 dates. CBS's will start (game not picked yet) on Saturday, Sept. 17—two weeks later than ABC's, in part because CBS is committed to a golf tournament on Saturday, Sept. 10.

Games for four "special dates" have been designated: Notre Dame-Miami on Saturday, Sept. 24 (9 p.m. NYT), Alabama-Boston College on Friday, Nov. 25 (time not yet set), Oklahoma-Nebraska on Saturday, Nov. 26 (3:30-7 p.m.) and Florida-Florida State on Saturday, Dec. 3 (noon to 4 p.m.).

CBS-TV officials declined to discuss pricing, but informed sources said the price tag for 30-second announcements in the Super Bowl had been set at about $450,000 each, up from $400,000 charged by NBC last January and $345,000 charged by CBS when it had the Super Bowl in 1982 ("Closed Circuit," Aug. 1). Other sources estimated that 30-second prices in NFL games were pegged, on average, at about $140,000 each, up from an estimated $125,000 a year ago, and that those in NCAA games would average $60,000 to $65,000, up from $55,000 to $60,000 last year.

$140,000 each, up from an estimated $125,000 a year ago, and that those in NCAA games would average $60,000 to $65,000, up from $55,000 to $60,000 last year.

■ NBC-TV opens its preseason schedule Sunday (Aug. 14) with an exhibition game between the San Francisco 49ers and New England Patriots, scheduled for 4-7 p.m. NYT. Two other preseason games follow: Pittsburgh vs. Dallas, Saturday, Aug. 20 (9 p.m.-midnight) and Los Angeles vs. Cleveland, Friday, Aug. 26 (8-11 p.m.).

NBC's regular season, totaling 102 games over 16 weeks, begins Sept. 4 with a doubleheader chosen from six regional games, the first to start at 1 p.m. and the second at 4 p.m. Other doubleheaders are set for Sept. 11, Oct. 2 and 23, Nov. 6 and 20, and Dec. 4 and 18, the regular-season windup. National telecasts will include Pittsburgh at Detroit on Thanksgiving Day (Nov. 24), Pittsburgh at New York Jets Dec. 10 and Cincinnati at Minnesota Dec. 17.

NBC's post-season lineup starts with the AFC wild card playoff Dec. 24, followed by the divisional playoffs Dec. 31 and Jan. 1 and the divisional championship Jan. 8.

NBC's 30-second prices to advertisers have been raised 15%-20% over a year ago. The 30-second spots in preseason and regular season games are reported to be more than 65% sold out, at $120,000 per spot, up from $100,000 last season. In the playoff games, 30's are pegged at $200,000 each, up from $175,000 last year, while those in the AFC championship are $250,000, up from

Local radio's pre- and regular-season NFL coverage

Team	*Originator*	*Regional network, games scheduled; rights holder*
AFC East		
Baltimore Colts	WCBM Baltimore	Regional net. of 35; Four preseason games and 16 regular season games;station holds rights with Metrosports handling network.
Buffalo Bills	WBEN Buffalo	Regional network of 13; four preseason games and 16 regular season games; station holds rights.
Miami Dolphins	WIOD Miami WQBA-FM Miami (Spanish)	Regional network of 26 stations for WIOD (no regional Spanish network); four preseason games and 16 regular season games; WIOD holds rights.
New England Patriots	WEEI Boston	Regional net. of 32; four preseason games and 16 regular season games; station holds rights.
New York Jets	WCBS New York	No regional net.; four preseason games and 16 regular season games; station holds rights.
AFC Central		
Cincinnati Bengals	WKRC Cincinnati	Regional net. of between 75 and 80; four preseason games and 16 regular season games; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net of approximately 40; four preseason games and 16 regular season games; station holds rights.
Houston Oilers	KTRH Houston	Mutual Broadcasting System net. of 95; four preseason games and 16 regular season games; Mutual holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual Broadcasting System net. of 100; five preseason games and 16 regular season games; Mutual holds rights.
AFC West		
Denver Broncos	KOA Denver	Regional net. of 45; four preseason games and 16 regular season games; station holds rights.
Kansas City Chiefs	KOMO Kansas City	Mutual Broadcasting net. of 110; four preseason games and 16 regular season games;Mutual holds rights.
Los Angeles Raiders	KRLA Pasadena KTNQ Los Angeles (Spanish)	Regional net. of 25 for KRLA and regional net. of 6 for KTNQ; four preseason games and 16 regular season games each; Bob Speck Productions, Los Angeles, holds radio rights.
San Diego Chargers	KSDO San Diego	Regional net. of 20; four preseason games and 16 regular season games; station holds rights with Metrosports handling network.
Seattle Seahawks	KIRO Seattle	Regional net. of 41; four preseason games and 16 regular season games; station holds rights.
NFC East		
Dallas Cowboys	KRLD Dallas	Texas State Network of 185 stations originated by KRLD and regional network of 15 spanish language stations. Four preseason games and 16 regular season games for each network; Metromedia owner of TSN, holds rights for networks and originating station.
New York Giants	WNEW New York	Regional network of 25 to 30; four preseason games and 16 regular season games; station holds rights with Metrosports handling network sales.
Philadelphia Eagles	WIP Philadelphia	Regional net. of 24; four preseason games and 16 regular season games; station holds rights with Metrosports handling network.
St. Louis Cardinals	KMOX St. Louis	Regional network of about 50; four preseason games and 16 regular season games; station holds rights.
Washington Redskins	WMAL Washington	Regional net. of about 100 stations; four preseason games and 16 regular season games; station holds rights with Metrosports handling network.
NFC Central		
Chicago Bears	WBBM Chicago	No regional net.;four preseason games and 16 regular season games; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 28 stations;

Chart continues on page 47

Local radio chart continued from page 44

Team	*Originator*	*Regional network, games scheduled; rights holder*
		four preseason games and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 56; four preseason games and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis	Regional net. of 25; four preseason games and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WDAE Tampa Bay	Regional network of 51; four preseason games and 16 regular season games; station holds rights.
NFC West		
Atlanta Falcons	WGST Atlanta	Mutual Broadcasting System net. of 150; four preseason games and 16 regular season games; Mutual holds rights.
Los Angeles Rams	KMPC Los Angeles KLVE Los Angeles (Spanish)	Regional network of 20 for KMPC; KLVE feeds Spanish broadcasts to one other station; two preseason games and 16 regular season games aired by KMPC and four preseason games and 16 regular season games aired by KLVE; KMPC holds English rights; KLVE holds Spanish rights.
New Orleans Saints	WWL New Orleans	Regional net. of 46; four preseason games and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS San Francisco	Regional net. of 19; four preseason games and 16 regular season games; station holds rights.

$212,500 last year. Major sponsors include Alcoa (Creamer Inc.), Lincoln-Mercury (Young & Rubicam), Chevrolet (Campbell-Ewald), Chrysler (Kenyon & Eckhardt), Mazda (Foote, Cone & Belding), American Motors (Grey Advertising), Stroh's beer (BBDO), Pabst (McCann-Erickson) and Mercedes (McCaffrey & McCall).

NBC-TV has four college bowl games again this season, three on Monday, Jan. 2; the Fiesta at 1:30 p.m., with 30-second spots priced at $90,000 (up from $75,000 a year ago), the Rose at 4:45 p.m., with 30's at $235,000 (up from $212,500) and the Orange at 8 p.m., with 30's at $185,000 (unchanged from last season because, according to NBC sources, last season's Orange Bowl matchup, between Nebraska and Louisiana State, didn't produce ratings to support a price increase now). The Hula Bowl is scheduled for Jan. 7 at 4-7 p.m. and its 30's are priced at $60,000, the same price tag as a year ago when the game was in prime time. NBC sales officials said it's too early to talk about advertiser commitments for the bowl games.

■ CBS Radio Network will begin its sixth consecutive year of NFL coverage with a lineup of 37 games. Scheduled are 27 regular-season games, most of which will air on Monday nights, plus all 10 post-season contests including the AFC and NFC first round playoffs, four divisional title games, two championship games, the Super Bowl and Pro Bowl. Opening the season this year will be Dallas at Washington, Labor Day, Sept. 5, at 8:50 p.m. NYT, followed by San Francisco at Minnesota, the same time Thursday night, Sept. 8. CBS sportscasters Jack Buck and Hank Stram will handle play-by-play and color, respectively.

Sales are brisk, said Michael Ewing, vice president and general manager, CBS Radio Network. Major advertisers thus far include: Anheuser Busch; State Farm Insurance; Ford; Ford Motorcraft; General Motors (Buick); Honda; Travelodge; Union Carbide and CBS Television. The network offers advertisers either full or part sponsorship of games, according to Ewing.

CBS Radio is also airing four special football programs: *Pro Football Hall of Fame*

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Local TV preseason NFL coverage *

AFC East

Team	Originator	Regional network, games scheduled; rights holder
Baltimore Colts	WMAR-TV	Four live preseason games; station holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional network of two; two live preseason games; station holds rights.
Miami Dolphins	WCIX-TV Miami	Two live games and one tape-delayed game which are fed to one other station; station holds rights.
New England Patriots	WNEV-TV Boston	Three live games; station holds rights.
New York Jets	WNEW-TV New York	Two games, one live, one tape-delayed; station holds rights.

AFC Central

Team	Originator	Regional network, games scheduled; rights holder
Cincinnati Bengals	WLWT Cincinnati	Regional net of three stations; two live games, one tape-delayed; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Three live games; station holds rights.
Houston Oilers	KPRC-TV Houston KRIV-TV Houston	KPRC-TV will carry two games and KRIV-TV one game. Stations hold rights.
Pittsburgh Steelers	WPXI Pittsburgh	Regional network of three; two live games; station holds rights.

AFC West

Team	Originator	Regional network, games scheduled; rights holder
Denver Broncos	KOA-TV Denver	Three live games and one tape-delayed game; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Four live games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles KMEX Los Angeles (Spanish)	Three live games each, if sold out, otherwise tape delayed; Bob Speck Productions, Los Angeles, holds TV rights (for both English and Spanish languages).
San Diego Chargers	KGTV San Diego	Four live games, if sold out, otherwise tape delayed; station holds rights.
Seattle Seahawks	KING-TV Seattle	Four live games, station holds rights.

NFC East

Team	Originator	Regional network, games scheduled; rights holder
Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	Two live games, if sold out, otherwise tape delayed; Lyerly Products, Austin, holds rights.
New York Giants	WPIX New York	Three tape-delayed games; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	Three league games, if sold out, otherwise tape delayed; station holds rights.
St. Louis Cardinals	KSDK-TV St. Louis	Two live games and two tape-delayed games; Anheuser Busch holds rights.
Washington Redskins	WJLA-TV Washington	Two live games and one tape-delayed game; station holds rights.

NFC Central

Team	Originator	Regional network, games scheduled; rights holder
Chicago Bears	WBBM-TV Chicago	Four live games; station holds; rights..
Detroit Lions	WJBK-TV Detroit	Two live and two tape delayed games; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Regional net of four, three live games (but tape-delayed on some stations); station holds rights.
Minnesota Vikings	WCCO-TV Minneapolis	Regional network of two; two live games; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa Bay	One live game and three tape-delayed games, which are fed to one other station; station holds rights.

NFC West

Team	Originator	Regional network, games scheduled; rights holder
Atlanta Falcons	WAGA-TV Atlanta	Four live games (assuming two home games are sold out, otherwise tape delayed); station holds rights.
Los Angeles Rams	KNXT Los Angeles	Four live games (team is seeking waiver of blackout rule should home games not sell out); station holds rights.
New Orleans Saints	WWL-TV New Orleans	Regional network of three; two live games and two tape-delayed games; station holds rights.
San Francisco 49ers	KPIX San Francisco	Three live games (assuming two home games sell out, otherwise tape delayed; station holds rights.

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* Although there is no official ban on the formation of regional networks for preseason television coverage, networking of those games is discouraged by the NFL, according to several station rights holders around the league. Regional networks are discouraged so that viewership of preseason coverage provided by CBS and NBC is not diluted. Unless otherwise noted, local stations do not network preseason games they have the rights to.

Reports, July 30; *NFL 1983 Preview*, Aug. 29-Sept. 3 (six segments); *The Cotton Bowl Preview*, Jan. 1, 1984, and the *NFL Super Bowl XVIII Special* (16 segments), Jan. 21-22.

■ Mutual is offering its affiliates, for the first time, NFL doubleheaders for the 16-game regular season ("Riding Gain," July 11) beginning Sept. 4 with Miami at Buffalo, 12:45 p.m. NYT and the N.Y. Jets at San Diego at 3:45 p.m. The games, which will air the same times each Sunday, are expected to be sold out with a "closing rush" by Sept. 1, according to a Mutual spokesman. Major sponsors for the NFL Sunday package thus far include: Anheuser-Busch (Budweiser), International Harvester, Haggar Slacks, Ford Motorcraft and Tru-Value Hardware Stores. Named as the play-by-play and color team for the doubleheaders are sportscaster Tony Roberts and former Los Angeles Rams coach Ray Malavasi along with sportscaster Mel Procter and former Pittsburgh Steeler linebacker Jack Ham.

Additionally, Mutual has rights for four regional networks covering the Pittsburgh Steelers, Kansas City Chiefs, Houston Oilers and Atlanta Falcons. Advertisers buying spots exclusively on a regional network basis include Gulf Oil and Goodies Headache Powder.

■ For its collegiate coverage, CBS Radio has added the Kickoff Classic, Aug. 29, to its 1983 schedule. This new, annual game will pit preseason favorite Nebraska against Penn State, the 1982 national champion ("Riding Gain," June 13). Completing the college football game lineup for CBS are the Sun Bowl, Dec. 24; Cotton Bowl, Jan. 2, and Senior Bowl, Jan. 14.

■ Mutual's college coverage will again include Notre Dame's football. Plans call for 11 Notre Dame games beginning Sept. 10 along with nine "randomly selected" major college football match-ups starting Sept. 3. And Mutual's annual lineup of college football events reads as follows: Army-Navy game, Nov. 25; Holiday Bowl, Dec. 23; Hall of Fame Classic, Dec. 28; Liberty Bowl, Dec. 29; Gator Bowl, Dec. 30, and the Sugar Bowl, Jan. 2.

■ ABC Radio has just ended its first year of a two-year deal for coverage of USFL football clearing it twice weekly over 200 stations for network broadcast of different games. Major advertisers included: Stroh's Beer, Delco Electronics, and Warner-Lambert (Schick).

■ NBC Radio's football coverage includes three college bowl games all slated to air Jan. 2: Fiesta Bowl, Rose Bowl and Orange Bowl.

For the majority of stations with rights to local games of NFL teams, the sales picture appears to be bright. And even the small handful which have reported some softness in sales up to this point, perhaps as a result of last year's strike, remained confident that they would be sold out or just about sold out by game time.

In Cincinnati, Bob Krieghoff, general sales manager of TV rights holder WLWT(TV), said sales were running ahead of last year's pace, with major sponsors including Anheuser-Busch, Toyota dealers and Blue Cross. Harold Calvin, vice president and general manager of radio originator WKRC(AM), said that two weeks ago he had only "a couple of participations" left to sell. Major sponsors for that station include Budweiser and Chevrolet.

In Cleveland, John Llewellyn, station manager at TV originator WKYC-TV, said sales for this year's preseason Browns games were ahead of last year. McDonald's and Genesee beer are among that station's major sponsors. Ron Jones, general manager of radio rights holder WHK(AM), described sales as "pretty good—comparable to last year's," with Budweiser, Honda and a number of local advertisers as major radio sponsors.

In Detroit, Jim Long, manager of WJR(AM), radio originator for the Lions seemed confident that sales would exceed last year's levels. He identified Ford, Anheuser-Busch, Farmer's Insurance, Tru-Value Hardware, the Big Boy hamburger chain and Century 21 as major advertisers. Bill Flynn, vice president and general manager of WJBK-TV Detroit, also reported his station's sale of four preseason games going well of the major advertisers, he said, Stroh's beer is the biggest.

At WTMJ(AM) Milwaukee, going into its 52d year as the Green Bay Packers radio flagship, general manager Steve Smith reported sales strong, with major sponsors including Pabst, Ford dealers, Tru-Value Hardware, John Deere, Wisconsin Telephone and Hillshire Farms. On the Packer's television side, WBAY-TV Green Bay's Richard Millhiser described sales as "good" with availabilities about 80% sold as of two weeks ago. Pabst, Toyota, MSI Insurance and Tru-Value Hardware are among the major advertisers.

What major schools get from local-regional radio and local TV

Conference	Teams	Radio Stations	TV Stations	Total Rights
Atlantic Coast	8	330	9	704,000
Big Eight	8	314	9	2,189,000
Big Ten	10	313	24	817,450
Mid American	10	37	3	26,150
PCAA	8	30	-	100,000
Pac 10	10	154	14	1,473,900
Southeastern	10	691	52	1,439,500
Southwest	9	190	3	1,509,000*
Western Atheletic	9	85	11	378,000
Independ./others	52	780	190	1,951,600
Totals:	135	2,924	318	10,583,600

*Includes $1.5 million in advertising revenues team anticipates from its own radio network.

KCMO(AM) Kansas City's Steve Shannon said that station has sold about 60% of the time available for the Chiefs and that the football schedule would be sold out by the time the season begins. Major sponsors for the station include Getty Oil, MCI, Uniroyal, Chrysler, TWA, Mercantile Bank Corp. and Frito-Lay. Pat North, general sales manager at KCTV(TV) Kansas City, reports that sales for available time during the preseason Chiefs games are "moving briskly," with about 60% of the spots sold. Sponsors, he said, include Budweiser, Ford, Getty Oil and Emery Air Freight.

Harold Deutsch, vice president and general manager of WCBM(AM) Baltimore, reported that about 75% of the Colts schedule has been sold. Sponsors include Honda, People Express, Miller Brewing Co. and Maryland National Bank. Arnie Kleiner, vice president and general manager of WMAR-TV, said that sales for the Colts preseason games were running ahead of last year. He cited Toyota and Pabst beer as major sponsors.

At WIP(AM) Philadelphia, general sales manager Bill Burns said that about 80% of the Eagles schedule was sold (about the same percentage that was sold a year ago at this time) with major sponsors including TWA, Budweiser, Honda, Getty Oil, Frito Lay and MAB Paints.

About 80% of the radio time has also been sold by the New England Patriots radio originator WEEI(AM) Boston, according to Steven Knowles, the station's general sales manager. Advertisers include Anheuser-Busch, Honda, TWA and Gulf Oil and a number of local advertisers. The Patriots have a new TV originator this year—WNEV-TV Boston, replacing WBZ-TV Boston. Fred Petrosino, vice president, sales, WNEV-TV, said that sponsors of the preseason Patriots game this year include AMC Flash Jeep, Stroh's beer and Stop & Shop supermarkets.

Sales for both radio and TV coverage of the Buffalo Bills have been running ahead of those for last year, according to Larry Lovito, president, WBEN(AM) Buffalo, and Philip Beuth, vice president, general manager, WKBW-TV Buffalo. Radio sponsors include Chevrolet, Budweiser, People Express Airlines, M&T Bank, Bells supermarkets and Hills department stores. Television sponsors include Genesee beer, Emery Air Freight and an AMC local dealership.

A better record for the Miami Dolphins last season has attracted coverage this season by the biggest radio network (26 stations) since the team dominated the NFL in the mid-1970's. WIOD(AM) Miami national sales manager, Phil Costin, said Chevrolet, Anheuser-Busch, Chevron, Eastern Airlines and Ryder Trucks are returning as major sponsors on the network, which for the first time this year will be satellite-fed. TV coverage of Dolphin preseason games has moved to WCIX-TV this year from previous rights holder WPLG(TV). Budweiser beer and Burger King are major game sponsors while Ford and Stroh's are sponsoring the station's one-hour pregame show.

New York is represented by two NFL teams—the Giants and the Jets. Jack Thayer, vice president and general manager of

WNEW(AM) New York, the Giants radio originator, indicated that sales "are ahead" of last year. He said spots should be sold out by the time the regular season starts. Major advertisers include TWA, Anheuser-Busch, Manufacturers Hanover Trust and Nabisco. WNEW has originated Giants football for the past 23 years. On television for the Giants, WPIX(TV) New York has tapped Miller beer as a sponsor for tape-delayed broadcasts of three preseason contests.

New York Jets football appears to be attracting more ad dollars this season after the team's winning peformance last year. Business for WCBS(AM) New York, according to the station's vice president and general manager, James McQuade, is up 40% compared to a year ago. McQuade reports Nissan Motors/Datsun, Gulf Oil, Manufacturers Hanover Trust and the New York Racing Association as among the major sponsors for season coverage. On the television side, sales this season are described as "very brisk" by Charles (Bud) Meehan, the station's vice president and general manager. Major advertisers include Miller beer, Amoco Gas & Oil and Procter & Gamble.

"Selling the world champions was easy this year," said John Long, sales manager at WJLA-TV Washington, which originates the Redskins preseason games. Advertisers include Toyota, Stroh's, Midas Muffler, Pizza Hut and AMC Jeep/Renault. The Redskins are also sold out on the radio side, where WMAL(AM) originates the games. Sponsors include Anheuser-Busch, Chevrolet, Mobil, TWA, Kodak, McDonald's and Riggs Bank.

In Pittsburgh, Pat Gmiter, vice president and general manager of WPXI(TV), said sales "are not in bad shape," and that he expects 75% of availabilities to be presold with 25% left open for "last-minute" buyers. Sponsors for the preseason Steelers games include Iron City Beer and Pittsburgh National Bank. WTAE(AM) has the radio rights and will broadcast four Steelers preseason games plus the July 30 Hall of Fame game between the Steelers and the New Orleans Saints. It will also carry the 16-game regular schedule. Sponsors include People Express, Pittsburgh National Bank, Bailey's Juice Products and the Foodland supermarket chain.

Sports syndicators and resale carriers reported the following activity for the upcoming season:

- Metrosports is putting together the radio networks for the Washington Redskins, Philadelphia Eagles, Baltimore Colts, New York Giants and San Diego Chargers. And it holds the broadcast and cable rights to the University of Maryland games, for which it will put together, for the first time, two separate networks, with flagship stations in Washington (WMAL) and Baltimore (WFBR). It also produces delayed-telecast packages of Notre Dame and UCLA football, both of which will be seen on ESPN this season. The Notre Dame package also will be seen on television stations covering perhaps 60% of the U.S. It will also syndicate the Aloha Bowl (played in Honolulu, Dec. 26) to TV and radio broadcasters and ESPN.
- Katz Sports will syndicate the first annual Kickoff Classic, the opening game of the 1983 college football season, to be played at Giants Stadium in Rutherford, N.J., on Aug. 29 between Penn State and Nebraska. Katz has cleared over 170 stations, reaching 92% of the country. Katz will also syndicate and produce the 25th annual Liberty Bowl on Dec. 29.
- David Halberstam, manager of sports sales, Katz Radio, estimated that spot radio sales for football coverage will remain about the same as last season. He stressed that business varies from market to market. Halberstam said the base for radio advertising of sports remains small and the mission is to attract new advertisers. For this season, he cited such newcomers as Western Auto stores, Sentry Insurance and People Express and said that Honda is investing more heavily than in the past. He noted that airlines have not been as active as in past years.
- Mizlou Productions, New York, has put together a schedule of six bowl games this season, consisting of the Independence Bowl on Dec. 10 (8 p.m. NYT); Cotton Bowl on Dec. 17 (4 p.m. NYT); Florida Citrus Bowl (formerly Tangerine Bowl) on Dec. 17 (8 p.m. NYT); Holiday Bowl on Dec. 22 (9 p.m. NYT); Blue Bonnet Bowl on Dec. 31 (8 p.m. NYT), and Senior Bowl on Jan. 14 (1 p.m. NYT). Mizlou will be presenting two one-hour specials this season—*History of the Forward Pass* during Thanksgiving period and *Bowl Game Preview* on Dec. 3.
- Bri/Ter Television Sales is syndicating a new one-hour sports special, *The Final Cut*, which will be available Sept. 1 to coincide with the start of the regular professional football season. The program has cleared 40 markets and aims to clear 100 by Labor Day weekend, said Bri/Ter President Terry Lynch. The special takes an in-depth look at the rookie players hoping to make it in the NFL.
- Pro Sports Entertainment of New York will again offer two television football series as well as an expanded number of special features. Already clearing nearly 100 stations are *NFL Week in Review*, a 22-week half hour highlight program, and *NFL Pro Magazine* (formerly *NFL Weekly Magazine*), a 21-week half hour features show. Returning as major sponsors are Mazda and Coors beer. Tony Vella, vice president of station sales for Pro Sports, says the company guarantees advertisers 70% coverage of television households nationwide.

Special programing packages include: *NFL's Best Ever*, three one-hour programs airing through the end of September and highlighting major players of the game over the past 25 years; *Super Bowl VII Highlights*, a half-hour program available through the end of the year; *MVP... Most Valuable Players*, a 30-minute show spotlighting six current NFL players, available through the end of September, and *Miller Presents... NFL Man of the the Year*, a half-hour special examining players' contributions to their communities, available September to December. *Super Bowl VII Highlights* and *MVP... Most Valuable Players* are being sponsored in part by the U.S. Navy.

Pro Sports Entertainment also plans to present a new annual season wrap-up in January called *Super Stars of the Super Bowl*, highlighting the past 17 contests.

- Wold Communications, Los Angeles, reported brisk business in arranging for transmissions of NFL games and will handle the networking for 18 clubs on radio and eight on television. The radio end covers all preseason and regular games, while TV is restricted to the preseason contests only. The radio total is about the same as last year, while television is up slightly. Wold is still in negotiations for college football and expects to release information in a few weeks. The company, in association with Metrosports, will handle transmission of *Notre Dame Highlights*, a one-hour weekly show of tape origination and tape playback.

On the cable side, both ESPN and WTBS(TV) Atlanta will originate about as much football as they did last year. USA Cable Network, however, is reducing the number of college games it will carry for the coming season.

ESPN's Canadian football coverage began on July 8, and will consist of 35 games, mostly live, including the championship Grey Cup game on Nov. 27. CFL sponsors include Anheuser-Busch, Timex, Kodak, Bic, Quantas and United Airlines. Rates vary according to daypart, but the range is $700 per 30-second for a tape-delayed game not shown in prime time to $4,000 per 30-second for a live prime time game in the fourth quarter (October-December). Assuming that the NCAA constracts with the networks remain in force, ESPN will carry two tape-delayed college games each weekend, including the entire Notre Dame schedule and a number of UCLA games (both packages are being put together by Metrosports). ESPN also will air, on a tape-delayed basis, the Rose Bowl; seven live bowl games, including the Aloha Bowl (Metrosports), and Mizlou presentations of the Florida Citrus, Independence, California, Holiday and Blue Bonnet bowls. The network owns the rights to the Senior Bowl. Sponsors and rates for college play are similar to the network's CFL coverage.

Next spring ESPN will carry, for the second year, 34 USFL games, on Monday and Saturday nights. The rate for a 30-second spot during live USFL coverage will be the same as last year—$10,800. Sponsors include Anheuser-Busch, Mennen, Ford, GM Trucks and Mattel.

WTBS is entering the second year of a two-year contract with the NCAA, giving it the rights to 19 games. Sponsors include Chevrolet, Panasonic and A.C. Delco. For the first time WTBS has acquired the rights to the Hall of Fame Bowl, which will air Dec. 22 at 8 p.m. In all likelihood, that bowl game will be syndicated as a Turner Network Television presentation to over-the-air broadcasters in the same manner that TBS syndicated last year's Georgetown-Virginia college basketball game.

USA is cutting back its tape-delayed football coverage from the 55 games it had last year to 15 or 20 this year. A USA spokesman explained that while viewers have expressed some interest in college football, "it was not enough to justify all the games we were doing." USA college football spots are priced at about $2,200 per 30 second. Sponsors include Levi Strauss, Mobil Oil, Duracell, CRC Chemicals and Cinemax. ☐

A side-by-side comparison of network compensation

Network affiliates association gathers data on rates paid by the three TV networks

A rare side-by-side look at the TV networks' affiliate compensation rate structures, market by market, is provided in comparisons developed primarily from affiliation contracts on file with the FCC.

The basic work was done by researchers for the ABC-TV Affiliates Association after most ABC affiliates indicated a willingness to participate by submitting information on their own ABC hourly rates. The results were circulated among the affiliates at their annual meeting last spring (BROADCASTING, May 16).

The idea, according to association leaders, was to let ABC stations that participated in the study know how their rates stacked up against those of NBC and CBS affiliates in their markets, or against those of affiliates in other markets. Those that thought they were being underpaid could then, if they wished, use the information in individual rate negotiations with ABC. But that, leaders emphasized, would be a question for each affiliate to decide for itself, because the association does not and cannot legally negotiate rates.

The material developed by the association's researchers was extensive, but it also contained holes—and other weaknesses, too, association leaders said. Some 20 affiliates, for example, did not submit their own network rates. For those markets, the association made no attempt to compile CBS and NBC affiliates' network rates. In many other markets, contract information for one or more stations could not be located in the FCC files. In other cases, according to association leaders, it was found and reported although it seemed likely to be out of date, and in some cases the researchers used alternative sources of information that also might be out of date.

BROADCASTING undertook to plug the holes in the association's report. Reporters searching the FCC files were able to compile information for all affiliates in virtually all of the 20 markets whose ABC affiliates did not participate in the association's study. But BROADCASTING's reporters encountered many of the problems that the association's researchers did: inability to find any contracts at all in many cases and uncertainty about the currency of others.

The result of BROADCASTING's research and highlights of the ABC association's report are combined in the chart below.

The comparisons show wide swings in the network rates in many markets. They also indicate that, on the whole in competitive markets, NBC tends to pay higher hourly rates than ABC or CBS, and that ABC tends to be the rates leader much less often than either of the others. Thus, in 134 three-network markets on which rate information is available for all three affiliates, NBC's rate is the highest in 67 markets. CBS's is highest in 46 markets and ABC's is in 25 (the figures include ties).

The differences may be offset in some cases by the fact that, according to this information, NBC generally pays its affiliates 30% of their network hourly rate for carrying network programs in the 6-11 p.m. period, while ABC and CBS generally pay 32%. (The percentages for other dayparts are generally lower.)

Some observers feel that one factor in NBC's tendency to assign higher hourly rates to its affiliates is its long tenure in third place in the three-network ratings race—that in some cases it must pay more or feels it must, to retain affiliations. On the other hand, the comparatively few instances in which ABC's is the highest rate in the market would not seem to corroborate claims that ABC's success in winning new affiliates in recent years resulted as much from aggressive compensation policies as from improved program ratings.

Many factors figure in the determination of an affiliate's network hourly rate. Theoretically, at least, it is supposed to reflect the affiliate's delivery of audiences for network programing. This may be influenced by other considerations, such as physical coverage, or a U competing with two V's; whether a station's local programing, particularly its news, is above or below par for the market, and whether a station is given to frequent pre-emptions of network programs. A station's standing in its community may make it a desirable affiliate in some cases, apart from its ratings. A long-standing "good" relationship between an affiliate and its network may be taken into account. The availability of other stations in the market may strengthen a network's hand; a lack of comparable alternatives may similarly weaken it. The compensation terms in the original affiliation deal may have a carryover effect, keeping them relatively low if they started low or relatively high if they started that way. Finally, it all comes down to negotiations between network and station—and which has the stronger arguments or alternatives.

Thus while the compensation bases for all three affiliates are comparable in many markets, in many they are not. In the first market on the list, Abilene, Tex., for instance, the CBS affiliate is shown with an hourly rate of $158, while the ABC affiliate's is $550, and the NBC affiliate's $800. The CBS affiliate is a U, the other two are V's. In Columbia, S.C., as another example, the NBC affiliate, a V, is shown with a hourly rate of $3,000 while the ABC and CBS affiliates, both U's, have $300 and $292 respectively.

In Philadelphia, the CBS-owned station has the lowest network hourly rate, $4,000. The ABC affiliate's is $5,500, the NBC affiliate's $4,233.

Rates for other CBS O&O's, and for all NBC O&O's, could not be found in the FCC files. Network hourly rates for ABC O&O's were reported as follows: WABC-TV New York $9,700; KABC-TV Los Angeles, $5,500; KGO-TV San Francisco $3,200; WLS-TV Chicago $5,100, and WXYZ-TV Detroit $3,600.

The tables below follow the format of the ABC affiliates' report, but with two columns deleted. One gave the date of the contract found in the FCC files. The other gave the percentage of the hourly rate paid in each case by the network for carriage of network programing in the 6-11 p.m. period. These percentages in most cases were 32% for both ABC and CBS affiliates and 30% for NBC affiliates, but there were exceptions.

Among the exceptions: CBS is shown as paying 40% to affiliates in Boston and San Diego; 36% to affiliates in Ames, Iowa; Charlotte, N.C.; Grand Rapids, Mich., and Cape Girardeau, Mo.; and 35% to affiliates in Lexington Ky., and Toledo, Ohio, while NBC is shown as paying 37% to its affiliate in Seattle. ☐

City/station	Network	hourly rate
Abilene-Sweetwater Tex.		
KTXS-TV	(ABC)	$550
KTAB-TV	(CBS)	158
KRBC-TV	(NBC)	800
Albany, Ga.		
WALB-TV	(NBC)	1,250
Albany-Schenectady-Troy N.Y.		
WTEN(TV)	(ABC)	2,450
WRGB(TV)	(CBS)	2,550
WNYT(TV)	(NBC)	1,850
Albuquerque, N.M.		
KOAT-TV	(ABC)	850
KGGM-TV	(CBS)	609
KOB-TV	(NBC)	750
Alexandria, La.		
KALB-TV	(NBC)	1,000
Alexandria, Minn.		
KCMT	(CBS)	1,000
Alpena, Mich.		
WBKB-TV	(CBS)	125
Amarillo, Tex.		
KVII-TV	(ABC)	600
KFDA-TV	(CBS)	500
KAMR-TV	(NBC)	988
Anchorage		
KIMO(TV)	(ABC)	150
KTVA(TV)	(CBS)	247
KTUU-TV	(NBC)	273

City/station	Network	hourly rate
Anniston, Ala.		
WHMA-TV	(CBS)	172
Ardmore-Ada, Okla.		
KTEN-TV	(ABC)	275
KXII(TV)	(CBS & NBC)	700
Asheville, N.C. Greenville-Spartanburg, S.C.		
WLOS-TV	(ABC)	1,300
WSPA-TV	(CBS)	1,900
WFBC-TV	(NBC)	2,450
Atlanta		
WSB-TV	(ABC)	3,000
WAGA-TV	(CBS)	1,706
WXIA-TV	(NBC)	2,400
Augusta, Ga.		
WJBF(TV)	(ABC)	1,075
WRDW-TV	(CBS)	1,050
WAGT(TV)	(NBC)	195
Austin, Tex.		
KVUE-TV	(ABC)	500
KTBC-TV	(CBS)	1,000
KTVV(TV)	(NBC)	350
Bakersfield, Calif.		
KBAK-TV	(ABC)	771
KPWR-TV	(CBS)	275
KERO-TV	(NBC)	800
Baltimore		
WJZ-TV	(ABC)	2,325
WBAL-TV	(CBS)	2,409
WMAR-TV	(NBC)	2,200
Bangor, Me.		
WVII-TV	(ABC)	225
WABI-TV	(CBS)	978
WLBZ-TV	(NBC)	516
Baton Rouge, La.		
WBRZ(TV)	(ABC)	1650
WAFB-TV	(CBS)	1460
WRBT(TV)	(NBC)	425
Beaumont-Port Arthur, Tex.		
KBMT(TV)	(ABC)	425
KFDM-TV	(CBS)	850
KJAC-TV	(NBC)	625
Bend, Ore.		
KTVZ	(NBC)	241
Billings-Harding, Mont.		
KULR-TV	(ABC)	700
KTVQ-TV	(CBS)	700
KOUS-TV	(NBC)	115
Biloxi-Gulfport- Pascagoula, Miss.		
WLOX-TV	(ABC)	375
Binghamton, N.Y.		
WMGC-TV	(ABC)	200
WBNG-TV	(CBS)	1,653
WICZ-TV	(NBC)	350
Birmingham, Ala.		
WBRC-TV	(ABC)	2150
WBMG(TV)	(CBS)	545
WVTM-TV	(NBC)	2650
Bluefield Beckley-Oak Hill, W. Va.		
WOAY-TV	(ABC)	275
WVVA-TV	(CBS)	935
Boise, Idaho		
KIVI(TV)	(ABC)	350
KBCI-TV	(CBS)	475
KTVB(TV)	(NBC)	1,200
Boston		
WCVB-TV	(ABC)	3,800
WMUR-TV	(ABC)	300
WNEV-TV	(CBS)	3,653
WBZ-TV	(NBC)	3,700
Bowling Green, Ky.		
WBKO-TV	(ABC)	300
Bristol, Va.-Kingsport-Johnson City, Tenn.		
WKPT-TV	(ABC)	300
WJHL-TV	(CBS)	935
WCYB-TV	(NBC)	1,450
Buffalo, N.Y.		
WKBW-TV	(ABC)	2,050
WIVB-TV	(CBS)	1,871
WGR-TV	(NBC)	1,981
Burlington, Vt.-Plattsburg, N.Y.		
WVNY(TV)	(ABC)	225
WCAX-TV	(CBS)	1,135
WPTZ(TV)	(NBC)	1,200
Casper-Riverton, Wyo.		
KTWO-TV	(ABC)	537
KCWY-TV	(CBS)	175
KTNW(TV)	(NBC)	100
Cedar Rapids-Waterloo, Iowa		
KCRG-TV	(ABC)	875
KGAN-TV	(CBS)	925
KWWL-TV	(NBC)	1,157
KDUB-TV	(ABC)	75
Charleston, S.C.		
WCBD-TV	(ABC)	525
WCSC-TV	(CBS)	800
WCIV-TV	(NBC)	550
Charleston-Huntington, W. Va.		
WOWK-TV	(ABC)	1,450
WCHS-TV	(CBS)	1,140
WSAZ(TV)	(NBC)	3,663
Charlotte, N.C.		
WSOC-TV	(ABC)	2,800
WBTV(TV)	(CBS)	3,300
WPCQ-TV	(NBC)	1,400
Chattanooga		
WTVC(TV)	(ABC)	775
WDEF-TV	(CBS)	725
WRCB-TV	(NBC)	1,060
Cheyenne, Wyo.		
KYCU-TV	(CBS)	621
KDUH-TV	(NBC)	241
Chicago		
WLS-TV	(ABC)	5,100
WBBM-TV	(CBS)	4750
WMAQ-TV	(NBC)	4800
Chico-Redding, Calif.		
KRCR-TV	(ABC)	725
KHSL-TV	(CBS)	452
Cincinnati		
WKRC-TV	(ABC)	1,900
WCPO-TV	(CBS)	1,850
WLWT(TV)	(NBC)	2,348
Clarksburg-Weston, W. Va.		
WBOY-TV	(NBC)	688
Cleveland		
WEWS(TV)	(ABC)	3,500
WJKW-TV	(CBS)	2,623
WKYC-TV	(NBC)	N/A
WAKR-TV	(ABC)	200
Colorado Springs-Pueblo, Colo.		
KRDO-TV	(ABC)	500
KKTV(TV)	(CBS)	500
KOAA-TV	(NBC)	402
Columbia-Jefferson City, Mo.		
KOMU-TV	(ABC)	1,450
KRCG(TV)	(CBS)	1,211
KCBJ-TV	(NBC)	300
Columbia, S.C.		
WOLO-TV	(ABC)	300
WLTX(TV)	(CBS)	292
WIS-TV	(NBC)	3,000
Columbus, Ga.		
WTVM(TV)	(ABC)	1,100
WRBL(TV)	(CBS)	1,225
WLTZ(TV)	(NBC)	200
Columbus-Tupelo, Miss.		
WCBI-TV	(CBS)	1,000
WTVA	(NBC)	1,600
Columbus, Ohio		
WTVN-TV	(ABC)	1,450
WBNS-TV	(CBS)	2,035
WCMH-TV	(NBC)	1,575
Corpus Christi, Tex.		
KIII(TV)	(ABC)	450
KZTV(TV)	(CBS)	450
KRIS-TV	(NBC)	450
Dallas-Fort Worth		
WFAA-TV	(ABC)	2,150
KDFW-TV	(CBS)	2,091
KXAS-TV	(NBC)	2,250
Davenport, Iowa-Rock Island-Moline, Ill.		
WQAD-TV	(ABC)	1,000
WHBF-TV	(CBS)	1,050
WOC-TV	(NBC)	1,767
Dayton, Ohio		
WDTN(TV)	(ABC)	2,554
WHIO-TV	(CBS)	3,044
WKEF(TV)	(NBC)	1,210
Denver		
KBTV(TV)	(ABC)	1,700
KMGH-TV	(CBS)	1,169
KOA-TV	(NBC)	1,419
Des Moines-Ames, Iowa		
WOI-TV	(ABC)	800
KCCI-TV	(CBS)	1,618
WHO-TV	(NBC)	1,700
Detroit		
WXYZ-TV	(ABC)	3,600
WJBK-TV	(CBS)	3,317
WDIV(TV)	(NBC)	3,802
Dothan, Ala.		
WDHN-TV	(ABC)	125
WTVY-TV	(CBS)	650
Duluth, Minn.-Superior, Wis.		
WDIO-TV	(ABC)	775
KDLH-TV	(CBS)	1,000
KBJR-TV	(NBC)	800
El Centro, Calif.-Yuma, Ariz.		
KECY-TV	(ABC)	125
KYEL-TV	(NBC)	339
El Paso		
KVIA-TV	(ABC)	425

Bottom Line

Wometco record. Wometco Enterprises reported record net income of $13,027,000 for 24 weeks ended June 18, 10% increase over $11,887,000 for same period in 1982. Revenue was $228,457,000 (4% gain) and $220,277,000, respectively in those periods. Although it trailed both soft-drink bottling and vending arms in revenue, broadcasting was highest in divisional income with $12,712,000 before considerations for unallocated expenses and income taxes. Cable TV also was strong in divisional income with $6,025,000 for 24-week period, but subscription television had $692,000 loss in that period, substantial reversal from $819,000 profit shown in comparable 1982 period. Wometco Enterprises also released figures for 12-week period ended June 18 that showed net income of $8,365,000 on revenues of $121,614,000, exceeding $116,339,000 revenue and $6,713,000 net income during similar period in 1982.

◆

Split and payout. Meredith Corp. stockholders have approved three-for-one stock split, to be effective next Friday (Aug. 12). Des Moines, Iowa-based publisher-broadcaster, also announced that, before sale of its KCMO(AM)-KCEZ(FM) Kansas City, Mo., to Fairbanks Broadcasting Co. for $8 million (Broadcasting, July 4), net earnings for Meredith's fourth quarter were $6,964,000, or $2.23 per share. Sale of radio properties contributed additional $3,802,000, $1.22 per share, to earnings. Earnings in 1982's fourth quarter were $5,443,000 or $1.77 per share, on revenue of $108,590,000, virtually same as revenue of $108,471,000 in fourth quarter of fiscal 1983. For full year, Meredith had revenue of $447,755,000 and net earnings of $29,487,000 (excluding proceeds from sales of radio properties), or $9.45 per share. In preceding year, earnings were $26,924,000, or $8.57 per share, on revenue of $449,143,000.

◆

Post's post. Post Corp., Appleton, Wis.-based group of five TV stations and three radio stations, reported earnings increased 30% to $1,631,000, or 89 cents per share, over same period year ago.

◆

Gross's gross. Gross Telecasting Inc., Michigan-Wisconsin radio-TV operator, reported second-quarter income of $895,297 on revenue of $3,640,828, compared to income of $652,594 on revenue of $3,352,310 in similar quarter ended June 30, 1982. For six months of 1983, net income was $1,682,278 on revenue of $6,917,594. Gross has sold its WJIM-TV Lansing, Mich., and WKBT(TV) La Crosse, Wis., subject to FCC approval (Broadcasting, July 25). It retains WJIM-AM-FM Lansing.

◆

MCI split. MCI Communications Corp., Washington, announced two-for-one stock split after shareholders had approved increase of company's common shares from 200 million to 400 million. Split is payable Aug. 19 to shareholders of record July 29. MCI on July 12 had reported record revenue of $1.25 billion and record net income of $188.9 million (earnings per share of $1.79) for 12 months ended June 30, 1983, compared to $605.5 million revenue and $112.3 million net income (earnings per share of $1.18) in preceding 12 months. For quarter that just ended, MCI had revenue of $363.8 million, up 96.5% from $185.1 million in same quarter last year. Net income was $54.6 million, up 49.7% from $36.5 million in quarter ended June 30, 1982.

◆

Nielsen's numbers. A.C. Nielsen Co. reported for nine months ended May 31, 1983, sales increased 6.3% to $505,140,000 from $474,998,000 year earlier. Net earnings for same period increased 8.1% to $32,850,000, or $1.46 per common share. Company also declared quarterly cash dividend of 17 cents per share on common stock, payable Aug. 1 to shareholders of record July 13.

◆

MGM/UA results. MGM/UA Home Entertainment Group Inc., distributor of theatricals to pay television and home video markets, reported earnings of $9,907,000, or 34 cents per share, on revenue of $40,342,000 for third fiscal quarter ended May 31, 1983. For nine months ended May 31, 1983, earnings were $27,991,000, or $1.01 per share, on revenue of $113, 955,000. Company also declared first quarterly cash dividend of 15 cents per share on its common stock, payable Aug. 10 to shareholders of record July 22.

◆

Disney's divvy. Walt Disney Productions announced third-quarter earnings for period ended June 30 were $21.4 million, or 61 cents per share, compared to $32.9 million, or $2.17 per share, for same period previous year. Revenue was up, however, from $275.8 million to $358.5 million for quarter, with overall operating income dropping from $67.8 million to $51 million. Decline in earnings was attributed primarily to $21 million write-off associated with movie entitled "Something Wicked This Way Comes," and $13.5 million loss associated with start-up of Disney Channel.

◆

Private plus. Private Screenings Inc., New York-based supplier of adult programing to pay TV systems, reported fiscal third-quarter revenue of $377,300 or 44% increase over previous quarter, with earnings of $9,869. Private Screenings, public since May 1982, now has 80 films in its library and is traded OTC.

City/station	Network	hourly rate
KDBC-TV	(CBS)	462
KTSM-TV	(NBC)	536
Elmira, N.Y.		
WENY-TV	(ABC)	175
WETM-TV	(NBC)	satellite
Erie, Pa.		
WJET-TV	(ABC)	500
WSEE(TV)	(CBS)	325
WICU-TV	(NBC)	1,607
Eugene, Ore.		
KEZI-TV	(ABC)	1,000
KVAL-TV	(CBS)	800
KMTR-TV	(NBC)	250
KPIC	(CBS)	satellite
Eureka, Calif.		
KVIQ-TV	(ABC)	425
	(NBC)	226
KIEM-TV	(CBS)	275
	(NBC)	242
Evansville, Ind.		
WTVW(TV)	(ABC)	1,300
WEHT(TV)	(CBS)	450
WFIE-TV	(NBC)	1,100
Fairbanks, Alaska		
KTVF	(CBS)	200
Fargo, N.D.		
KTHI-TV	(ABC)	450
KXJB-TV	(CBS)	537
WDAY-TV	(NBC)	600
WDAZ-TV	(NBC)	250
Farmington, N.M.		
KIVA-TV	(NBC)	130
Flint-Saginaw-Bay City, Mich.		
WJRT-TV	(ABC)	1,550
WEYI-TV	(CBS)	510
WNEM-TV	(NBC)	2,000
Florence, S.C.		
WPDE-TV	(ABC)	200
WBTW-TV	(CBS)	967
Fort Myers-Naples, Fla.		
WEVU(TV)	(ABC)	175
WINK-TV	(CBS)	900
WBBH-TV	(NBC)	705
Fort Smith, Ark.		
KFPW-TV	(ABC)	350
KFSM-TV	(CBS)	1,300
KLMN-TV	(NBC)	225
KTVP-TV	(ABC)	satellite
Fort Wayne, Ind.		
WPTA(TV)	(ABC)	725
WANE-TV	(CBS)	860
WKJG-TV	(NBC)	575
Fresno, Calif.		
KJEO(TV)	(ABC)	600
KFSN-TV	(CBS)	825
KSEE(TV)	(NBC)	900
Gainesville, Fla.		
WCJB-TV	(ABC)	200
Glendive, Mont.		
KXGN-TV	(NBC)	81
	(CBS)	100
Grand Junction, Colo.		
KCJT-TV	(ABC)	250
KREX-TV	(CBS & NBC)	460
Grand Rapids-Kalamazoo-Battle Creek, Mich.		
WZZM-TV	(ABC)	900

City/station	Network	hourly rate
WKZO-TV	(CBS)	2,000
WOTV(TV)	(NBC)	2,150
WUHQ-TV	(ABC)	475
Great Falls, Mont.		
KFFB-TV	(ABC)	700
KRTV-TV	(NBC)	450
Green Bay, Wis.		
WFRV-TV	(ABC)	1,250
WLUK-TV	(CBS)	900
WBAY-TV	(NBC)	950
Greensboro-Winston Salem-High Point, N.C.		
WGHP-TV	(ABC)	1,050
WFMY-TV	(CBS)	1,205
WXII(TV)	(NBC)	1,175
Greenville-New Bern-Washington, N.C.		
WCTI(TV)	(ABC)	325
WNCT-TV	(CBS)	835
WITN-TV	(NBC)	1,350
Greenwood-Greenville, Miss.		
WABG-TV	(ABC)	508
WXVT-TV	(CBS)	150
Guam		
KUAM-TV	(CBS)	100
Hamilton, Bermuda		
ZFB-TV	(ABC)	N/A
Harrisburg-Lancaster-York-Lebanon, Pa.		
WHTM-TV	(ABC)	725
WHP-TV	(CBS)	550
WGAL-TV	(NBC)	3,063
WLYH-TV	(CBS)	405
WSBA-TV	(CBS)	200
Harrisonburg, Va.		
WHSV-TV	(ABC)	700
Hartford-New Haven, Conn.		
WTNH-TV	(ABC)	2,650
WFSB(TV)	(CBS)	4,044
WVIT(TV)	(NBC)	964
Helena, Mont.		
KTVG	(NBC)	125
Hilo, Hawaii		
KHVO-TV	(ABC)	satellite
KGMD-TV	(CBS)	satellite
KHAW-TV	(NBC)	satellite
Honolulu		
KITV(TV)	(ABC)	500
KGMB-TV	(CBS)	700
KHON-TV	(NBC)	500
Houston		
KTRK-TV	(ABC)	2,400
KHOU-TV	(CBS)	2,550
KPRC-TV	(NBC)	2,670
Huntsville-Decatur-Florence, Ala.		
WAAY-TV	(ABC)	650
WHNT-TV	(CBS)	1,210
WAAF(TV)	(NBC)	590
WOWL-TV	(NBC)	250
Idaho Falls-Pocatello, Idaho		
KPVI(TV)	(ABC)	225
KID-TV	(CBS)	400
KIFI-TV	(NBC)	458
Indianapolis		
WRTV(TV)	(ABC)	1,608
WISH-TV	(CBS)	2,400
WTHR(TV)	(NBC)	1,700
Jackson, Miss.		
WAPT(TV)	(ABC)	400
WJTV(TV)	(CBS)	1,100
WLBT(TV)	(NBC)	2,049
Jackson, Tenn.		
WBBJ-TV	(ABC)	425
Jacksonville, Fla.		
WTLV(TV)	(ABC)	2,050
WJXT(TV)	(CBS)	2,150
WJKS-TV	(NBC)	850
Johnstown-Altoona Pa.		
WOPC(TV)	(ABC)	50
WTAJ-TV	(CBS)	1,954
WJAC-TV	(NBC)	1,718
Jonesboro, Ark.		
KAIT-TV	(ABC)	475
Joplin, Mo.-Pittsburg, Kan.		
KODE-TV	(ABC)	800
KOAM-tV	(CBS)	1,590
KSNF(TV)	(NBC)	250
Juneau, Alaska		
KINY-TV	(NBC)	120
Kansas City, Mo.		
KMBC-TV	(ABC)	1,800
KCMO-TV	(CBS)	1,703
WDAF-TV	(NBC)	1,821
Knoxville, Tenn.		
WATE-TV	(ABC)	2,450
WBIR-TV	(CBS)	2,330
WTVK(TV)	(NBC)	600
LaCrosse-Eau Claire, Wis.		
*WXOW-TV	(ABC)	225
WKBT-TV	(CBS)	760
WQOW-TV	(ABC)	N/A
WEAU-TV	(NBC)	723
Lafayette, Ind.		
WLFI-TV	(CBS)	220
Lafayette, La.		
KATC(TV)	(ABC)	625
KLFY-TV	(CBS)	1,490
KPLC-TV	(NBC)	360
KPLC-TV	(NBC)	400
Lansing, Mich.		
WJIM-TV	(CBS)	1050
WILX-TV	(NBC)	950
Laredo, Tex.		
KVTV	(CBS)	140
KGNS-TV	(NBC)	145
Las Vegas		
KTNV-TV	(ABC)	425
KLAS-TV	(CBS)	493
KVBC(TV)	(NBC)	450
KFDX-TV	(NBC)	562
Laurel-Hattiesburg, Miss.		
WDAM-TV	(NBC)	775
Lexington, Ky.		
WTVQ-TV	(ABC)	400
WKYT-TV	(CBS)	1,200
WLEX-TV	(NBC)	875
Lima, Ohio		
WLIO	(NBC)	350
Lincoln-Hastings-Kearney, Neb.		
KECI-TV	(NBC)	450
KWNB-TV	(ABC)	satellite
KHGI-TV	(ABC)	600
KOLN-TV	(CBS)	985
KHAS-TV	(NBC)	450
Little Rock, Ark.		
KATV(TV)	(ABC)	950
KTHV(TV)	(CBS)	725
KARK-TV	(NBC)	1,150
Los Angeles		
KABC-TV	(ABC)	5,500
KNXT-TV	(CBS)	N/A
KNBC-TV	(NBC)	N/A
Louisville, Ky.		
WLKY-TV	(ABC)	800
WHAS-TV	(CBS)	2,388
WAVE-TV	(NBC)	3,663
Lubbock, Tex.		
KAMC(TV)	(ABC)	300
KLBK-TV	(CBS)	860
KCBD-TV	(NBC)	1,215
Macon, Ga.		
WGXA(TV)	(ABC)	75
WMAZ-TV	(CBS)	1,035
WCWB-TV	(NBC)	450
Madison, Wis.		
WKOW-TV	(ABC)	450
WISC-TV	(CBS)	975
WMTV-TV	(NBC)	643
Mankato, Minn.		
KEYC-TV	(CBS)	420
Marquette, Mich.		
WLUC-TV	(CBS)	720
McAllen-Brownsville, Tex.		
KRGV-TV	(ABC)	825
KGBT-TV	(CBS)	925
KVEO(TV)	(NBC)	100
Medford, Ore.		
KOTI(TV)	(ABC)	satellite
KOBI(TV)	(ABC)	768
KTVL(TV)	(NBC)	930
	(CBS)	900
Memphis		
WHBQ-TV	(ABC)	1,250
WREG-TV	(CBS)	2,125
WMC-TV	(NBC)	2,143
Meridian, Miss.		
WTOK	(ABC)	1,727
WHTV-TV	(CBS & NBC)	355
Miami		
WPLG(TV)	(ABC)	1,925
WTVJ(TV)	(CBS)	2,177
WCKT(TV)	(NBC)	2,300
Milwaukee		
WISN-TV	(ABC)	1,750
WITI-TV	(CBS)	1,680
WTMJ-TV	(NBC)	2,200
Minneapolis-St. Paul		
KSTP-TV	(ABC)	2,100
WCCO-TV	(CBS)	2,250
WTCN-TV	(NBC)	1,830
Minot-Bismarck-Dickinson, N.D.		
KMOT	(NBC)	118
KXMD-TV	(CBS)	75
KUMV-TV	(NBC)	131
KXMB-TV	(CBS)	198
KFYR-TV	(NBC)	683
KDIX-TV	(CBS)	97
KQCD-TV	(NBC)	80

City/station	Network	hourly rate
Missoula-Butte, Mont.		
KECI-TV	(NBC)	625
KPAX-TV	(ABC)	satellite
KCFW-TV	(CBS)	100
	(NBC)	95
KXLF-TV	(ABC)	1150
KTVM-TV	(NBC)	255
Mobile, Ala.-Pensacola, Fla.		
WEAR-TV	(ABC)	1,050
WKRG-TV	(CBS)	1,875
WALA-TV	(NBC)	925
Monroe, La.-El Dorado, Ark.		
KARD(TV)	(ABC)	88
KNOE-TV	(CBS)	1,285
KTVE(TV)	(NBC)	1,475
Montgomery, Ala.		
WKAB-TV	(ABC)	225
WCOV-TV	(CBS)	225
WSFA-TV	(NBC)	2,900
Nashville		
WNGE(TV)	(ABC)	1,050
WTVF(TV)	(CBS)	2,037
WSMV(TV)	(NBC)	2,070
New Orleans		
WVUE(TV)	(ABC)	1,400
WWL-TV	(CBS)	2,700
WDSU-TV	(NBC)	1,947
New York		
WABC-TV	(ABC)	9,700
WCBS-TV	(CBS)	N/A
WNBC-TV	(NBC)	10,000
Norfolk-Portsmouth-Newport News-Hampton, Va.		
WVEC-TV	(ABC)	1,125
WTKR-TV	(CBS)	1,600
WAVY-TV	(NBC)	1,125
North Platte, Neb.		
KNOP-TV	(NBC)	200
Odessa-Midland, Tex.		
KMID-TV	(ABC)	900
KOSA-TV	(CBS)	770
KTPX-TV	(NBC)	400
Oklahoma City		
KOCO-TV	(ABC)	1,600
KWTV(TV)	(CBS)	1,500
KTVY(TV)	(NBC)	1,950
Omaha		
KETV(TV)	(ABC)	1,200
WOWT(TV)	(CBS)	971
KMTV(TV)	(NBC)	1,250
Orlando-Daytona Beach, Fla.		
WFTV(TV)	(ABC)	1,300
WCPX-TV	(CBS)	1,050
WESH-TV	(NBC)	2,235
Ottumwa, Iowa-Kirksville, Mo.		
KTVO-TV	(ABC)	637
Paducah, Ky.-Cape Giradeau, Mo.-Harrisburg, Ill.		
WSIL-TV	(ABC)	400
KFVS-TV	(CBS)	1,909
WPSD-TV	(NBC)	1,832
Palm Springs, Calif.		
KESQ-TV	(ABC)	100
KMIR-TV	(NBC)	100
Panama City, Fla.		
WMBB-TV	(ABC)	425
WJHG-TV	(NBC)	575
Parkersburg, W. Va.		
WTAP-TV	(NBC)	150
Peoria, Ill.		
WRAU-TV	(ABC)	700
WMBD-TV	(CBS)	690
WEEK-TV	(NBC)	750
Philadelphia		
WPVI-TV	(ABC)	5,500
WCAU-TV	(CBS)	4,000
KYW-TV	(NBC)	4,233
Phoenix		
KTVK(TV)	(ABC)	925
KTSP-TV	(CBS)	1,051
KPNX-TV	(NBC)	1,125
KNAZ-TV	(NBC)	350
Pittsburgh		
WTAE-TV	(ABC)	3,100
KDKA-TV	(CBS)	2,866
WPXI(TV)	(NBC)	2,624
Portland-Poland Springs, Me.		
WMTW-TV	(ABC)	750
WGAN-TV	(CBS)	750
WCSH-TV	(NBC)	786
Portland, Ore.		
KATU(TV)	(ABC)	1,400
KOIN-TV	(CBS)	1,426
KGW-TV	(NBC)	1,714
Presque Isle, Me.		
WAGM-TV	(CBS)	266
Providence-New Bedford, R.I.		
WPRI-TV	(ABC)	2,700
WLNE(TV)	(CBS)	1,500
WJAR-TV	(NBC)	3,650
Quincy, Ill.-Hannibal, Mo.		
KHQA-TV	(CBS)	1,125
WGEM-TV	(NBC)	1,250
Raleigh-Durham, N.C.		
WRAL-TV	(ABC)	1,575
WTVD(TV)	(CBS)	1,825
WPTF-TV	(NBC)	586
Rapid City, S.D.		
KEVN-TV	(ABC)	425
KOTA-TV	(NBC)	900
KDUH-TV	(NBC)	241
Reno		
KOLO-TV	(ABC)	350
KTVN(TV)	(CBS)	325
KCRL(TV)	(NBC)	325
Richmond, Va.		
WXEX-TV	(ABC)	990
WTVR(TV)	(CBS)	1,170
WWBT(TV)	(NBC)	991
WVIR-TV	(NBC)	50
Roanoke-Lynchburg, Va.		
WSET-TV	(ABC)	500
WDBJ-TV	(CBS)	1,140
WSLS-TV	(NBC)	1,500
Rochester, Minn.-Mason City, Iowa-Austin, Minn.		
KIMT	(CBS)	570
KTTC-TV	(NBC)	857
Rochester, N.Y.		
WOKR(TV)	(ABC)	1,100
WHEC-TV	(CBS)	1,049
WROC-TV	(NBC)	1,400
Rockford, Ill.		
WREX-TV	(ABC)	750
WIFR-TV	(CBS)	400
WTVO(TV)	(NBC)	500
Roswell, N.M.		
KBIM-TV	(CBS)	240
KSWS-TV	(NBC)	339
Sacramento-Stockton, Calif.		
KOVR(TV)	(ABC)	1,400
KXTV(TV)	(CBS)	1,945
KCRA-TV	(NBC)	2,945
St. Joseph, Mo.		
KQTV-TV	(ABC)	628
St. Louis		
KTVI(TV)	(ABC)	2,100
KMOX-TV	(CBS)	N/A
KSDK(TV)	(NBC)	3,213
Salinas-Monterey, Calif.		
KMST	(CBS)	225
KSBW-TV	(NBC)	1,050
Salisbury, Md.		
WMDT-TV	(ABC)	125
	(NBC)	125
WBOC-TV	(CBS)	800
	(NBC)	800
Salt Lake City		
KTVX(TV)	(ABC)	1,050
KSL-TV	(CBS)	925
KUTV(TV)	(NBC)	1,342
San Angelo, Tex.		
KCTV	(CBS)	198
San Antonio, Tex.		
KSAT-TV	(ABC)	1,025
KENS-TV	(CBS)	1,150
KMOL-TV	(NBC)	1,000
San Diego		
KGTV(TV)	(ABC)	2,500
KFMB-TV	(CBS)	2,580
KCST-TV	(NBC)	1,499
San Francisco		
KGO-TV	(ABC)	3,200
KPIX(TV)	(CBS)	2,900
KRON-TV	(NBC)	3,213
KNTV-TV	(ABC)	1,250
Santa Barbara-Santa Maria-San Luis Obispo, Calif.		
KEYT(TV)	(ABC)	444
KCOY-TV	(CBS)	350
KSBY-TV	(NBC)	482
Savannah, Ga.		
WSAV-TV	(ABC)	1400
WTOC-TV	(CBS)	870
WJCL(TV)	(NBC)	500
Seattle-Tacoma, Wash.		
KOMO-TV	(ABC)	2,000
KIRO-TV	(CBS)	1,168
KING-TV	(NBC)	2,780
KVOS-TV	(CBS)	125
Selma, Ala.		
WSLA	(CBS)	100
Shreveport, La.-Texarkana, Tex.		
KTBS-TV	(ABC)	950
KSLA-TV	(CBS)	1,150
KTAL-TV	(NBC)	803
KLMG-TV	(CBS)	200
Sioux City, Iowa		
KCAU-TV	(ABC)	950

City/station	Network	hourly rate
KMEG(TV)	(CBS)	176
KTIV(TV)	(NBC)	964
Sioux Falls,-Mitchell, S.D.		
KDLT(TV)	(ABC)	300
KELO-TV	(CBS)	1,688
KSFY-TV	(NBC)	550
KABY-TV	(ABC)	200
South Bend-Elkhart, Ind.		
WSJV(TV)	(ABC)	700
WSBT-TV	(CBS)	825
WNDU-TV	(NBC)	825
Spokane, Wash.		
KXLY-TV	(ABC)	750
KREM-TV	(CBS)	875
KHQ-TV	(NBC)	1,175
KLEW-TV	(CBS)	84
Springfield-Decatur-Champaign, Ill.		
WAND(TV)	(ABC)	725
WCIA(TV)	(CBS)	1,655
WICD(TV)	(NBC)	300
Springfield, Mass.		
WGGB-TV	(ABC)	700
WWLP-TV	(NBC)	725
Springfield, Mo.		
KMTC(TV)	(ABC)	275
KOLR-TV	(CBS)	900
KYTV(TV)	(NBC)	1,800
Syracuse, N.Y.		
WIXT(TV)	(ABC)	925
WTVH(TV)	(CBS)	1,650
WSTM-TV	(NBC)	1,947
Tallahassee, Fla.		
WECA-TV	(ABC)	150
WCTV-TV	(CBS)	1,300
WVGA-TV	(ABC)	75
Tampa-St. Petersburg, Fla.		
WTSP-TV	(ABC)	1,400
WTVT(TV)	(CBS)	3,350
WFLA-TV	(NBC)	3,250
WXLT-TV	(ABC)	200
Terre Haute, Ind.		
WBAK-TV	(ABC)	175
WTHI-TV	(CBS)	1,400
WTWO(TV)	(NBC)	1,700
Toledo, Ohio		
WDHO-TV	(ABC)	850
WTOL-TV	(CBS)	2,420
WTVG(TV)	(NBC)	2,500
Topeka, Kan.		
WIBW-TV	(CBS)	875
Traverse City-Cadillac, Miss.		
WGTU(TV)	(ABC)	175
WWTV(TV)	(CBS)	786
WPBN-TV	(NBC)	625
Tucson, Ariz.		
KGUN-TV	(ABC)	500
KOLD-TV	(CBS)	495
KVOA-TV	(NBC)	825
Tulsa, Okla.		
KTUL-TV	(ABC)	1,100
KOTV(TV)	(CBS)	1,300
KJRH-TV	(NBC)	1,201
Tuscaloosa, Ala.		
WCFT-TV	(CBS)	100
Twin Falls, Idaho		
KMVT	(NBC)	720
Tyler, Tex.		
KLTV-TV	(ABC)	759
KTRE-TV	(ABC)	391
Utica, N.Y.		
WKTV-TV	(NBC)	916
WUTR-TV	(ABC)	200
Victoria, Tex.		
KXIX-TV	(ABC)	50
Waco-Temple, Tex.		
KCEN-TV	(NBC)	1,600
KWTX-TV	(ABC)	1,175
KBTX-TV	(ABC)	350
Wailuku, Hawaii		
KGMV	(CBS)	50
Washington		
WJLA-TV	(ABC)	2,250
WDVM-TV	(CBS)	2,350
WRC-TV	(NBC)	2,150
WHAG-TV	(NBC)	150
Watertown-Carthage, N.Y.		
WWNY-TV	(NBC)	720
WWNY-TV	(CBS)	675
Wausau-Rhinelander, Wis.		
WAOW-TV	(ABC)	450
WSAW-TV	(CBS)	1,000
WAEO-TV	(NBC)	250
West Palm Beach, Fla.		
WPEC(TV)	(ABC)	425
WTVX(TV)	(CBS)	175
WPTV(TV)	(NBC)	1,325
Wheeling, W.Va.-Steubenville, Ohio		
WTOV-TV	(NBC)	1,928
WTRF-TV	(CBS)	2,100
Wichita Falls, Tex., Lawton, Okla.		
KSWO-TV	(ABC)	475
KAUZ-TV	(CBS)	537
KFDX-TV	(NBC)	562
Wichita-Hutchison, Kan.		
KAKE-TV	(ABC)	1,050
KTVH(TV)	(CBS)	750
KSNW-TV	(NBC)	1,109
KAYS-TV	(CBS)	273
KLOE-TV	(CBS)	115
KTVC	(CBS)	165
KSNC	(NBC)	386
KTVC	(CBS)	165
Wilkes-Barre-Scranton, Pa.		
WNEP-TV	(ABC)	2,100
WDAU-TV	(CBS)	825
WBRE(TV)	(NBC)	1,633
Wilmington, N.C.		
WWAY-TV	(ABC)	550
WECT-TV	(NBC)	1,025
Yakima, Wash.		
KAPP(TV)	(ABC)	325
KIMA-TV	(CBS)	264
KNDO(TV)	(NBC)	643
KEPR-TV	(CBS)	185
Youngstown, Ohio		
WYTV(TV)	(ABC)	550
WKBN-TV	(CBS)	680
WFMJ-TV	(NBC)	669
Zanesville, Ohio		
WHIZ-TV	(NBC)	169

Coming September 5

EASTERN CABLE SHOW

Pre-Convention Issue

The big-and-getting-bigger *Eastern Cable Show* will be the focus of attention in the September 5 issue of **Broadcasting**. We'll be getting ready to cover activities that will ocupy more than 5,00 delegates in Atlanta's World Congress Center, and prepare them with pre-publication of the convention agenda and complete listings of exhibitors (over 200 already firm, and more than 250 expected). A target of opportunity of particular appeal to cable broadcasters.

Advertising closing date is August 25.

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grams that will attract the greatest audience. "If there's a connection, then it's an unconscious one," he says.

He demurs when asked if his operating style is significantly different from that of his predecessor, Tony Thomopoulos, who was promoted to president of the ABC Broadcast Group (Erlicht reports to John Severino, president of the ABC Television Network). Erlicht answered that the only difference he might have had with Thomopoulos is *when* a program should air, not *what* program should air.

The problem of keeping viewers loyal to network television, Erlicht seems to think, is in providing as much original product as possible, and in the future even more than in the past. ABC's 1983-84 season is tied up with the Olympics and election year coverage, both outside Erlicht's responsibility. And although Erlicht tends to play it close to the vest in discussing the network's future programing strategy, he's made it no secret that theatrical films will play a decreasing role in the entertainment schedule, with the slack taken up by an increasing number of made-for-TV films. Erlicht doesn't specify when, but he acknowledges that ABC is "heading toward the day" when made-for-TV films, rather than theatrical films, "will be the predominant product." Theatricals, he said, are just no longer worth it, given the increasing average price per picture and "the diminishing return of the audience because of its mass exposure on pay TV."

Erlicht has no problem agreeing that cable, pay TV and other new technologies are getting viewers' attention. But he also believes it possible for broadcast television to "overreact" about the audience losses. The other programing sources, he said, "haven't shaken out yet."

"I don't think we know where they're going, what they're going to program, what impact they will have, how long people are willing to pay for what they usually get free, to what degree pay and cable will go into other forms of programing . . . You see trends for maybe the short term."

For Erlicht, little has changed in television's basics—or the art and business of entertaining, for that matter—since the beginning. What he stresses is that the *content* has changed, shifting with public attitudes and tastes. At ABC, he said, entertainment programing becomes a function of who is watching television. The business, he likes to note, is "out of its infancy." But not all content changes permitted by the audiences' changing attitudes will be adopted by ABC. "There appears to be a changing acceptance of different moral standards which we have not yet reacted to," he said. "For instance, on pay and cable you now have nudity and in many cases soft-core pornography that is pretty much accepted in those households, which has never occurred before. I want to make it very clear we will not do that. We will not counter that specific challenge."

However, more of a challenge for Erlicht than the changing morality is the "changing American household," which he sees as doing more to change the face of prime time programing than the public's acceptance of nudity on cable and pay television. Formerly, he explained, when there was only one television set per household, control was firmly in the hands of children. But as multiset households grew and the average household size shrank, that is no longer the case, he said.

"Set control in the early evening has reverted to the adult, and because of the fragmentation of the audience—and you cannot get away from it—that's a big change we have to adapt to. It changes our program philosophy as to what we put on at 8 p.m.," Erlicht said.

An example of that, he pointed out, was the *Happy Days* spin-off, *Joanie Loves Chachi*, which at the time ABC decided not to renew it for next season, aired on Thursday at 8 p.m. It was "a show we thought was terrific," Erlicht explained. "Creatively there was nothing we would have changed," but "its appeal was too young we couldn't generate an audience and get it off the ground." The show lasted one season.

But except for a sharper focus on the adult viewer, Erlicht suggests that those who may be looking at the network's upcoming season to spot trends would be hard pressed. "We try to keep a balance . . . There are no rules. You have what is right as a flow." Erlicht noted that this year ABC has eight sitcoms (four new), down from a high of 12, while CBS has 6 and NBC a record 10. "You try to present as diverse a schedule as possible, because ultimately that is the mix for an all-around network." But due to Olympic and heavy election year coverage, ABC will have the fewest mini-series next year—only two compared to five each by CBS and NBC. One of them, *The Last Days of Pompeii*, Erlicht said, has a "good chance" to run in the May sweeps. He added the network will save good product for the sweeps periods.

The formal boundaries that used to define a network season—at least at ABC—are slowly dissolving as new product continues to be introduced throughout the year. "Last year at the affiliates meeting I made a point of asking, 'When is midseason?' Midseason used to be January when you put on three new shows and that would be it. Midseason now is any time from December through May." And introducing new product for a third time in the summer further blurs the old boundaries, he said, "so that it's one season where you make changes within the season."

About one upcoming program in particular, Erlicht has something to say. It is a made-for-TV movie titled *The Day After*, a story about life in the wake of a nuclear attack. He calls it "one of the most important things ever produced at ABC." The movie, he said, takes no position and has no message, but "there will be more discussion generated after seeing this film than on anything we've ever done before."

Erlicht deflected a question wondering whether the network was trying to take advantage of the public's growing concern about nuclear war, and he called reports that ABC was producing the drama because it was expected to generate "smash ratings" an absolute untruth. Erlicht stressed that "in all the discussions I've had with either Brandon [Stoddard, ABC Motion Pictures president], or Fred [Pierce, ABC Inc. president] or Tony [Thomopoulos, president of ABC Broadcast Group], we have never once discussed audience . . . A project like this transcends your feeling to grab an audience all the time." ☐

Ratings Roundup

NBC-TV moved to the top of the prime time ratings for the week ended July 31— a week so competitive that half a rating point was all that stood between third place and first. NBC had an average 12.3 Nielsen rating and 24 share, while CBS-TV came in with a 12.1/24 and ABC-TV with an 11.8/23.

NBC did it primarily with repeats of regular series and specials and with two movies, *Dorothy Stratten Story* on Monday (16.9/31) and *Hunt to Kill* on Sunday (16.0/29), that ranked among the week's Top 10.

The premiere of *The Hamptons*, ABC's new series, Wednesday at 9-10 p.m. NYT, scored a 13.8/25, enough to rank 18th for the week but fractionally behind its lead-in, a *Fall Guy* repeat (13.9/29), although well ahead of its lead-out, a *Dynasty* repeat (10.5/19).

Among other summer series, CBS's *Our Times with Bill Moyers* on Tuesday at 8:30-9 p.m. produced an 11.9/21 and its lead-in, *On the Road with Charles Kuralt*, did an 11.8/22, while NBC's *Buffalo Bill* on Wednesday at 9:30-10 p.m. had an 11.8/21—all in the same ballpark with their earlier performances.

President Reagan's news conference at 8 p.m. Tuesday got all three networks off to a late start at 8:39 that evening. CBS and NBC clipped their schedules by that much, although NBC wound up at 11:30 instead of 11:39 by joining its windup show, *St. Elsewhere*, "in progress." ABC dropped its 8 p.m. *½ Hour Comedy Hour*, for that evening and closed at 11:09 p.m.

NBC won Monday and Tuesday nights, ABC won Wednesday and Saturday and CBS took Thursday, Friday and Sunday.

The First 20

1.	*Jeffersons*	CBS	19.1/33
2.	*Newhart*	CBS	18.7/32
3.	*One Day At A Time*	CBS	17.4/32
4.	*NBC Monday Night Movies—Dorothy Stratten Story*	NBC	16.9/31
5.	*60 Minutes*	CBS	16.7/36
6.	*A Team*	NBC	16.6/30
7.	*Remington Steele*	NBC	16.3/20
8.	*Trapper John, M.D.*	CBS	16.0/31
9.	*NBC Sunday Night Movie—Hunt to Kill*	NBC	16.0/29
10.	*Magnum, P.I.*	CBS	15.9/33
11.	*20/20*	ABC	15.0/30
12.	*Facts of Life*	NBC	15.2/28
13.	*Simon & Simon*	CBS	15.1/28
14.	*Love Boat*	ABC	14.8/31
15.	*Fantasy Island*	ABC	14.5/30
16.	*Hill Street Blues*	NBC	14.3/27
17.	*Fall Guy*	ABC	13.9/29
18.	*Hamptons*	ABC	13.8/25
19.	*Hart to Hart*	CBS	13.6/23
20.	*Cagney & Lacey*	CBS	13.5/24

The Final Five

61.	*Quincy, M.E.*	NBC	7.8/16
62.	*Powers of Matthew Star*	NBC	7.3/15
63.	*Voyagers*	NBC	7.1/16
64.	*Monitor*	NBC	7.1/15
65.	*Walt Disney—The Sky Trap*, part 1	CBS	7.0/17

nia, N.H., is headed by Scott R. McQueen, president. It owns WZZC(FM) East Moline, Ill.; WOCB(AM)-WSOX-FM West Yarmouth, Mass.; WKZU(AM)-WLNH-FM Laconia, N.H.; WCMF(FM) Rochester, N.Y.; WTMA(AM)-WSSX-FM Charleston, S.C. Filed July 22.

■ WGEO-FM Beaverton, Mich. (97.7 mhz, 3 kw, HAAT: 310 ft.)—Seeks assignment of license from Midwest Broadcasting to Maines Broadcasting Inc. for $70,000. Seller is owned by Leona Katherine Lacey. It has no other broadcast interests. Buyer is owned by Ronald W. Maines, president (50.27%) and 13 others. It also owns WMPX(AM) Midland, Mich. Filed July 20.

■ WWJQ(AM) Zeeland, Mich. (1260 khz, 1 kw-N, DA-2)—Seeks assignment of license from Ottawa Broadcasting Corp. to Lanser Broadcasting Corp. for $950,000, plus other considerations. Seller is owned by Peter J. Vanden Bosch, president. It also owns WJBL-FM Holland, Mich. Buyer is owned by Leslie J. Lanser. It has no other broadcast interests. Filed July 25.

■ WSEL-AM-FM Pontotoc, Miss. (1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 405 ft.)—Seeks assignment of license from Pontotoc Broadcasting Co. Inc. to Joseph D. Lowe for $310,000. Seller is headed by Lee H. Thompson, president. It has no other broadcast interests. Buyer has also bought, subject to FCC approval, WVLY(AM) Water Valley, Miss. Filed July 19.

■ KOOK-AM-FM Billings, Mont. (970 khz, 5 kw-U, DA-N; FM: 102.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Matthias Enterprises to KOOK Associates Ltd. for $2,005,500. Seller is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. Buyer is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., KQIL(AM)-KQIX-FM Grand Junction, Colo. Filed July 18.

■ WIIN(AM)-WFPG(FM) Atlantic City (1450 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 50 kw, HAAT: 340 ft.)—Seeks assignment of license from Eastern Broadcasting Co. Inc. to Atlantic County Radio Inc. for $2.5 million. (Broadcasting, July 11). Seller is owned by Daniel Diener. It has no other broadcast interests. Buyer is owned by Allan W. Roberts, president (75%) and his brother, Bertram M. (25%). Allan Roberts also owns WUHN(AM)-WUPE-FM Pittsfield, Mass. Filed July 22.

■ WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville (WGY: 810 kw, 50 kw-U. WGFM: 99.5 mhz, 10 kw; HAAT: 930 ft. WSIX: 980 khz, 5 kw-U. WSIX-FM: 97.9 mhz, 100 kw; HAAT: 1140 ft.)—Seeks assignment of license from General Electric Broadcasting Co. to Foster Management for about $14.5 million (Broadcasting, May 9). Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and also owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (Broadcasting, Nov. 22, 1982). Buyer is New York-based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. Filed July 26.

■ WBHC(AM)-WJBW-FM Hampton, S.C. (1270 khz, 1 kw-D; FM: 103.1 mhz; 3 kw, HAAT: 145 ft.)—Seeks transfer of control of Hampton County Broadcasters Inc. from Joseph B. Wilder (80% before; none after) to Hampton County Broadcasters Inc. (20% before; 100% after). Consideration: $220,000. Principals: Seller also owns WBAW-AM-FM Barnwell, S.C. and WAKS-AM-FM. Buyer is owned by Carl A. Gross, president, who is general manager of WBHC-WJBW-FM. Filed July 25.

■ WKDY(AM) Spartanburg, S.C. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Capitol Broadcasting Corp. to Spartanburg Investors Ltd. for $600,000 (Broadcasting, Aug. 1). Seller is owned by Kenneth S. Johnson, president (88.9%) and Allen Paul Howard (11.1%). It also owns WCAW(AM)-WVAF(FM) Charleston, W.Va.; WLLF(AM)-WKSJ-FM Prichard-Mobile, Ala.; WRKA(FM) St. Matthews, Ky., WMJJ(FM) Birmingham, Ala. Buyer is limited partnership with no other broadcast interests. John Horton, Atlanta-based financial planner, and James R. Cairo, former news manager of WNGE(TV) Nashville and WBBH-TV Fort Myers, Fla., are general partners. Filed July 22.

■ WKBJ-AM-FM Milan, Tenn. (1600 khz, 1 kw-D; FM: 92.3 mhz, 42 kw, HAAT: 160 ft.)—Seeks assignment of license from West Tennessee Broadcasting Co. to Andrew Jackson Broadcasting Corp. for $550,000 in cash. Seller is owned by Ianthus P. Denny, Doris King, Jack Cunningham (26.66% each) and Bill Haney (20%). It has no other broadcast interests. Buyer is owned by Andrew Jackson Hendrickson Jr., president (47%), his sons, Stephen Taylor Hendrickson and Andrew Blake Hendrickson (4% each), and Jerry A. Adams (45%). Andrew Blake Hendrickson has interest in cable TV at Lebanon, Tenn. Stephen Hendrickson is sales manager and Andrew Jackson Hendrickson Jr. is consultant there. Adams is general manager of WLUY(AM) Nashville and WYHY(FM) Lebanon. Filed July 19.

■ WIBU(AM) Poynett, Wis.—(1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Robert P. Hansen Broadcasting Inc. to Weinbrenner & Olson Inc. for $400,000. Seller is owned by Robert P. Hansen. It has no other broadcast interests. Buyer is owned by Randy J. Weinbrenner, president (58%) and Robert W. Olson (42%). Olso is radio announcer at WLAK(FM) Chicago. Filed July 19.

Actions

■ WKAX(AM) Russellville, Ala. (1500 khz, 1 kw-D)—Granted transfer of control of Cumberland Foundation Inc. from Michael R. Freeland and Flora Ellen Freeland (75% before; none after) to James Ronald Lane and others (25% before; 100% after). Consideration: $60,000. Principals: Sellers, who are husband and wife, also have interest in five low-power TV's and permittee for WEKR(AM) Fayetteville, Tenn. (85%). Buyer is principally owned by James Ronald Lane, president (35%), who already owns 10%, and who has interests in permittees for WFWL(AM) Camden, and WEKR(AM) Fayetteville, both Tennessee. (BTC-830527FQ). Action July 21.

■ KCBQ-AM-FM San Diego (1170 khz, 50 kw-D, 5 kw-N; FM: 105.3 mhz, 29 kw, HAAT: 620 ft.)—Granted assignment of license from Chartcom Inc. to Infinity Broadcasting for $8.5 million, including $750,000 for noncompete agreement ("Closed Circuit," Jan. 31). Seller is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which recently sold, subject to FCC approval, KIOI(FM) San Francisco (Broadcasting, May 2). KCBQ-AM-FM sale will conclude Charter's divestment of its radio station group. Buyer, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Carrus, president. It also owns one AM and five FM's. It has received FCC approval to buy KXYZ(AM) Houston (Broadcasting, May 16). (BAL,H-830502EV,W). Action July 22.

■ KTIM-AM-FM San Rafael, Calif. (1510 khz, 1 kw-D; FM: 100.9 mhz, 2.2 kw, HAAT: 300 ft.)—Granted assignment of license from Platt Communications Inc. to Marin Broadcasting Co. Inc. for $1.4 million (Broadcasting, May 30). Seller is owned by Donald Platt, president and general manager, and 10 other stockholders. They have no other broadcast interests. Buyer is owned by N. Arthur Astor, president, who also bought KIKF(FM) Garden Grove, Calif. (Broadcasting, July 11). (BAL,H-830531FR,EC). Action July 21.

■ WBAS(AM) Crescent City, Fla. (1330 khz, 1 kw-D, DA-D)—Granted assignment of license from BASCAP Radio Inc. to Sonsway Broadcasters Inc. for $130,000. Seller is headed by John D. Miller, president (65%), Mildred C. Schmierer (25%) and James B. Tillis (10%). Miller is general manager of WXVQ(AM) DeLand, Fla.; Tillis is chief engineer at WELE-FM DeLand. Schmierer has no other broadcast interests. Buyer is owned by Richard E. Douglas, president (44%), and wife, Judith Bright-Douglas (49%); Judith's sister, Kathryn M. Wolf (2%) and Nicholas J. Mills (5%), who is British citizen. They have no other broadcast interests. (BAL-830601FT). Action July 21.

Summary of broadcasting
as of March 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ WKQE(AM)-WBGM(FM) Tallahassee, Fla. (1410 khz, 5 kw-D; FM: 98.9 mhz, 100 kw, HAAT: 320 ft.)—Granted assignment of license from Forward of Florida Inc. to Statewide Broadcasting of Leon County Inc. and Statewide Broadcasting of Tallahassee Inc., respectively for $1.575 million. Seller, based in Wausau, Wis., is subsidiary of Forward Communications Corp., group owner of five AM's, five FM's and six TV's. Dick Dudley is chairman. Buyers, based in Pompano Beach, Fla., are both owned by Jordan E. Ginsburg, chairman, his children, Scott Ginsburg, president, and Mark J. Ginsburg, M.D. (20% each), Ricki G. Robinson, M.D. (10%); Robinson's husband, Joel P. (10%), and Roy Bresky, M.D. (20%). It recently bought, WVCG(AM) Coral Gables, Fla. (Broadcasting, July 25). Jordan Ginsburg, Scott Ginsburg have sold interests in WAVS(AM) Fort Lauderdale to Beresky (Broadcasting, July 25). (BAL-830524GT,U). Action July 21.

■ WGLC-AM-FM Mendota, Ill. (1090 khz, 250 w-D; FM: 100.1 mhz, 3 kw, HAAT: 98 ft.)—Granted assignment of license from Agri-Voice Inc. to Kimball Broadcasting Inc. for $310,000. Seller is owned by Michael Ross, president, who has no other broadcast interests. Buyer is owned by Arthur S. Kimball, president. He is former general manager of WMLA(FM) Le Roy, Ill., and has no other broadcast interests. (BALH-830602HL,M). Action July 21.

■ [CP] WTSF(TV) Ashland, Ky. (ch. 61, 229 kw vis., 22.9 kw aur., HAAT: 410 ft.)—Granted assignment of license from Tri-State Family Television Inc. to Tri-State Family Broadcasting Inc. for assumption of $643,863 in liabilities. Seller is nonstock, nonprofit corporation, headed by John Alley, president, who will be director of new corporation. It has no other broadcast interests. Buyer is owned by seven stockholders, headed by Claude Messinger, chief-executive officer, including five present board members of seller, and Dr. G.O. McClelland of West Hamlin, W. Va., and Dr. Robert Tackett of Ashland. It has no other broadcast interests. (BAPCT-830527KF). Action July 15.

■ WGNO-TV New Orleans (ch. 26; 2,690 kw vis., 69.9 kw aur.; HAAT: 1,015 ft.)—Granted assignment of license from General Media Corp. to Tribune Broadcasting Co. for $21 million. Seller is owned by 80 stockholders and headed by Earl Hickerson, president. It recently sold 80% interest in KGMC(TV) Oklahoma City (Broadcasting, March 7) and cable system in Rockford, Ill. Buyer is subsidiary of Chicago-based Tribune Co., which owns *Chicago Tribune*, New York *Daily News* and other newspapers, cable systems and broadcast group. James C. Dowdle is president of broadcast subsidiary. It bought, subject to FCC approval, WANX-TV Atlanta for $32 million (Broadcasting, Aug. 1). (BALCT-830518KF). Action July 21.

■ WCIB(FM) Falmouth, Mass. (101.9 mhz, 50 kw, HAAT: 240 ft.)—Granted assignment of license from New England Media Corp. to Cape and Islands Broadcasting Inc. for $2 million. Seller is owned by Kenneth J. Patch, president (50%), and Roger A. Neuhoff and family (50%). Neuhoff is also president and principal stockholder of Eastern Broadcasting Corp., which owns five AM's and five FM's. Buyer is owned by Lawrence K. (Larry) Justice, president, who has been Boston radio personality for past 18 years with Westinghouse and RKO stations. (BALH-830609HZ). Action July 21.

■ WKYO(AM)-WIDL(FM) Caro, Mich. (1360 khz, 1 kw-D, 1 kw-N, DA-2)—Granted transfer of control of Tuscola Broadcasting Co. from Thumb National Bank & Trust (100% before; none after) to East Michigan Broadcasting Co. (none before; 100% after). Consideration: $500,000. Principals: Seller is voluntary receiver of Tuscola Broadcasting Co., headed by Paul Clabuesch, president. It has no other broadcast interests. Buyer is owned by William D. Benkelman, president, who is president of chemical plastics firm in Bloomfield, Mich. He has no other broadcast interests. (BTC,H-830527HB,C). Action July 21.

■ KDKD-AM-FM Clinton, Mo. (1280 khz, 1 kw-D)—Granted assignment of license from Clinton Broadcasting Co. Inc. to Clinton Radio Co. for $825,000, including noncompete agreement. Seller is owned by Randel Boesen and wife, Joan, who have also bought KFMO(AM) Flat River, Mo. Broadcasting, June 27). Buyer is owned by John Lockton III (94%) and wife, Cheryl A., and Thomas W. Van Dyke (3% each). John Lockton is Prairie Village, Kan., insuranceman. Cheryl Lockton is housewife and Van Dyke is Kansas City, Mo., attorney. (BAL-830518FU,V). Action July 21.

■ WFMV(FM) Blairstown, N.J. (106.3 mhz, 3 kw, HAAT: 860 ft.)—Granted assignment of license from War-

8/15/83
C1750-1

The Fifth Estate

Broadcasting Aug 15

WINNING MORE AWARDS MEANS HOUSTON VIEWERS GET A BETTER PICTURE OF THE NEWS.

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Vol. 105 No. 7

Broadcasting Aug 15

Radio dereg: Was it all that it was cracked up to be? □ Craft wins her case in Kansas City □ Jennings named sole ABC anchor □ Special report on business news journalism

IN NAME ONLY □ There is growing indication that the Ferris FCC's radio 'deregulation' has done little in practice to free broadcasters from regulatory and clerical burdens. **PAGE 27.**

CRAFT VERDICT □ Kansas City anchorwoman Christine Craft is awarded $500,000 in case that raises hard questions about television news. **PAGE 28.**

ABC ANCHOR □ Peter Jennings is named sole anchor for ABC's evening news show. **PAGE 30.**

PRODUCTION COMEBACK □ In two years, 20th Century-Fox has gone from two prime time series on the networks to 10 hours of programing this fall. **PAGE 31.**

MARKETING CONCENTRATION □ Cable Television Administration and Marketing Society conference addresses problems of gaining and retaining subscribers, reaching the "untouchables," dealing with piracy and effectively marketing pay-per-view events. **PAGE 32.**

BUSINESS BONANZA □ With the economy becoming *the* story of the decade, Fifth Estate journalists have expanded the depth and scope of their business and financial news reporting. **PAGE 41.** Business news has become a fixture on both all-news radio and other music-based stations. **PAGE 47.** Cable networks, such as Cable News Network, Satellite News Channel and Entertainment and Sports Programing Network, carry substantial portions of economic news, and one service, the Financial News Network, is solely devoted to the subject. **PAGE 52.**

CBS VICTORY □ CBS takes first place in July sweeps, with NBC taking second and ABC third. A rundown of the metered markets begins on **PAGE 55.**

TOP 40'S NEW HOME □ FM side of the dial is seeing a resurgence in top-40 radio. **PAGE 58.**

U.S. STORY □ U.S. Information Agency is soliciting broadcast news and feature material for project to tell America's story abroad. **PAGE 60.**

STOCK DROP □ *Barron's* article questioning some of Metromedia's accounting procedures blamed for 21% drop in stock price. **PAGE 61.**

DOW METAMORPHOSIS □ Dow Jones changes DowAlert service to DowPhone. **PAGE 61.**

SURVEY RESPONDENTS □ Broadcasters on the whole seem to be answering programing questionnaire mailed by House Telecommunications Subcommittee. **PAGE 64.**

TECH DEREG □ Commenters urge caution in reviewing possible elimination of FCC technical rules and standards. **PAGE 65.**

RIVERA RESPONSE □ FCC commissioner takes exception to part of the reasoning behind agency's TV deregulation rulemaking. **PAGE 67.**

MMTC MEETING □ Major Market Television Caucus to hold first official organization meeting this week. **PAGE 70.**

PUTTING THE PIECES TOGETHER □ When NBC needed someone sensitive to the sales needs of the affiliates and who could sell those stations on the brightness of NBC's long-term future, Pierson Mapes fit the bill. **PAGE 95.**

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Ratings Roundup

Largely on the strength of its reruns, CBS-TV finished first in prime time ratings for the week ending Sunday, Aug. 7, a week characterized by lower-than-usual ratings for all three networks. According to A.C. Nielsen's National Television Index, CBS averaged a 12.4 rating/24.1 share for the week, more than a point ahead of NBC-TV, which captured an 11.3/22 and ABC-TV, which trailed with a 10.7/21.

For the week, the three networks combined averaged a 34.4/67.1, down from a 36.3/72 for the same week a year ago. CBS won that week also but with a higher rating (13.2/26), while ABC was a close second (12.7/25) and NBC a poor third (10.4/21).

CBS won Tuesday, Wednesday, Thursday and Sunday during the week ended Aug. 7, while NBC won Monday and Friday, and ABC, as it often has this summer, won only Saturday. CBS and NBC each had 11 of the top 30 programs, while ABC had eight.

First-run summer replacement series ranked for the most part below the top 35 programs, although a special premiere episode of ABC's *Reggie* sandwiched on Tuesday night between *Three's Company* and a *Barbara Walters Summer Special*, landed in the top 20 with a 13.7/23. In its regular time period on Thursday at 9 p.m., *Reggie* averaged a 10.7/20 against reruns of CBS's *Simon & Simon* (15/27) and NBC's *Gimme a Break* (11.8/22). The second episode of ABC's new prime time serial, *The Hamptons* (9.2/17), lost five rating points from its premiere the week before.

The First 20

1.	*60 Minutes*	CBS	17.8/40
2.	*Jeffersons*	CBS	17.1/32
3.	*Newhart*	CBS	16.9/31
4.	*Trapper John, M.D.*	CBS	16.7/32
5.	*20/20*	ABC	15.9/29
6.	*CBS Tuesday Night Movies—The Promise*	CBS	15.8/27
7.	*Hill Street Blues*	NBC	15.4/28
8.	*Cagney & Lacey*	CBS	15.3/28
9.	*Magnum, P.I.*	CBS	15.0/31
10.	*One Day At A Time*	CBS	15.0/30
11.	*Simon & Simon*	CBS	15.0/27
12.	*NBC Monday Night Movie—Mirror, Mirror*	NBC	15.0/26
13.	*A Team*	NBC	14.9/29
14.	*Eischied*	NBC	14.8/32
15.	*Knight Rider*	NBC	14.8/30
16.	*Barbara Walters Special*	ABC	14.3/25
17.	*Family Ties*	NBC	13.7/25
18.	*Reggie*	ABC	13.7/23
19.	*Alice*	CBS	13.5/29
20.	*Three's Company*	ABC	13.5/24

The Final Five

68.	*Feel the Heat*	ABC	6.7/14
69.	*Monitor*	NBC	6.6/14
70.	*Dr. Seuss*	ABC	6.4/15
71.	*Just a Little More Love*	NBC	5.6/13
72.	*ABC News Closeup—Water: A Clear and Present Danger*	ABC	5.1/11

dominance in both Nielsen and Arbitron ratings, although Arbitron showed KNBC(TV) just behind the long-time leader at 11 p.m. Arbitron showed KABC-TV with a 7.6/21, compared with a 6.8/19 last year, and KNBC with 7.5/20, versus 6.4/18 in 1982. KNXT(TV) trailed with 6.0/17, up from 5.3/15 last July in Arbitron, and was third in Nielsen also, with 7.0/18 this year and 7.1/1[illegible] a year ago. Nielsen ranked KABC-TV first with 8.2/20 in 1983 and 8.5/22 in 1982, while KNBC had 7.5/19 this year and 7.6/19 last year.

During the early evening local news competition, the results were also similar to last July, although KNBC showed strength against dominant KABC-TV in several time periods, while KNXT's fortunes were more mixed. During the 5-6 p.m. news block, Nielsen showed KABC-TV with 7.1/18 (down from 7.6/19 last year), KNXT with 5.8/15 (down from 6.0/14), and KNBC with 5.1/13 (down from 5.9/14). In Arbitron, KABC-TV led with 7.2/17 (versus 6.9/17 in 1982), KNBC was ranked second with 6.2/15 (up from 5.8/14), and KNXT trailed with 5.4/13 (down from 6.1/15). The strongest competition from independents came from *The Brady Bunch* on KCOP(TV), showing 5.2/13 in Nielsen and 5.9/14 in Arbitron.

During the 6-7 p.m. news block, the rankings were the same as last July also, with Arbitron showing KABC-TV remaining flat with 7.1/15 this year versus 7.0/15 in 1982, tying KNBC up to 7.1/15 this year compared to 6.8/15 last year. KNXT dropped from 5.6/12 to 4.8/10. Nielsen showed KABC-TV with a comfortable lead: 6.6/15 versus 7.8/17 last year. KNXT was flat with 6.2/14 versus 6.2/13 in 1982, and KNBC fell from 6.7/14 to 5.8/13. The greatest strength among indies belonged to KCOP, airing *Hawaii Five-O*, ranked 5.4/12 in Arbitron and 5.8/13 in Nielsen. Arbitron showed KTTV(TV) doing well with *SWAT*, returning 5.5/12, while Nielsen ranked it 5.2/12.

The ratings race in access continued to remain tight, with Arbitron giving a narrow lead to KABC-TV's in-house strip, *Eye on L.A.* and Nielsen giving the nod to KTTV's *Police Woman* repeats, followed by KNXT's in-house magazine, *2 on the Town*. In Nielsen, *Police Woman* captured a 7.3/15, while *2 on the Town* showed a 6.7/14 (flat from 1982's 6.7/13), *Eye on L.A.* came in third with a 6.6/14 (down from a 6.8/14), followed by *Kung Fu* (5.6/11) on independent KTLA(TV) and KNBC-TV's *Family Feud* (5.4/11), which slipped from a 6.1/13 in 1982. Arbitron showed *Eye on L.A.* barely leading with a 6.9/13 (versus a 6.7/13 last year), followed by *Feud*'s 6.8/13 (from 6.6/14), KTTV's *One Day at a Time* 6.3/12, KCOP(TV)'s *Tic Tac Dough* (5.9/11) and *2 on the Town*'s 5.5/10 (down from 6.2/12 last year).

During the independent news hour, 10-11 p.m., the rankings were the same as during the May sweeps, although Metromedia's KTTV showed some improvement in both Arbitron and Nielsen. KTLA led the pack in Arbitron with 6.0/12 (up from May's 5.2/10), followed by KTTV with 2.6/5 (up from May's 2.3/4). KCOP with 1.9/3 for its local half-hour and 1.1/2 for *Independent Network News* (versus 1.3/3 and 2.0/4.0 respectively), and KHJ-TV showing 1.8/4 (up from 1.1/2 in May). Nielsen's report was similar: KTLA led with 5.6/11 (versus 5.7/10), then KTTV ranking 2.1/4 (compared with 1.9/3), KCOP with 1.7/3 and 1.2/2 (down from 2.2/4 and 1.5/3 last May), and KHJ with 1.5/3 (same as during May).

Chicago

News leadership in the nation's third-largest market remains with CBS-owned-and-operated WBBM-TV, which maintained a substantial lead over its two competitors in the early afternoon and 10 p.m. news rates, and stayed out in front, despite increased competition, in the 6 p.m. news slot. Tribune Broadcasting Co.'s independent WGN-TV maintained its substantial lead over Metromedia-owned WFLD-TV in the 9 p.m. nightly news race and 5-7 p.m. early fringe block in both Nielsen and Arbitron, but held the lead in the 3-5 p.m. block only in Nielsen.

At 6 p.m., WBBM-TV averaged an 8.8 rating/19 share in Nielsen, up from an 8/18 captured July a year ago. In Arbitron, however, the station slipped from a 9/21 last year to an 8/18. Second-ranked NBC-owned WMAQ-TV averaged a 7.2/16 in Nielsen and a 6.1/14 in Arbitron, both about on par with last year's 7/16 and 6/15. ABC-owned WLS-TV went down in Nielsen, from a 6/13 to a 5.5/12, but up in Arbitron, from a 6/14 to a 6.8/15.

In the early morning news race, WBBM-TV averaged a 10.3/24, in Nielsen for its half-hour 5 p.m. newscast, up from a 9/23 a year ago. Arbitron, however, has the program declining from a 10/27 last year to an 8/20 this year. WMAQ-TV, which competes with WLS-TV with a 4:30-5:30 p.m. newscast, improved in both services, averaging a 7.3/18, up from a 7/17 in Nielsen and a 6.9/18, up from a 5/16 in Arbitron. WLS-TV slipped from a 7.17 to a 5.7/14 in Nielsen and from a 7.19 to a 6.5/17 in Arbitron.

At 10 p.m., Nielsen gave WBBM-TV a four-point lead over WMAQ-TV and a five point lead over WLS-TV, although Arbitron tracked a much closer race. WBBM-TV averaged a 16.8/27, up from a 16/28 a year ago in Nielsen, while WMAQ-TV averaged a 12.8/21, down from a 13/22 and WLS-TV averaged an 11.8/19, down from a 12/20. In Arbitron, WBBM-TV fell dramatically from a 16/29 a year ago to a 13.6/25, WMAQ-TV fell from a 13/24 to a 12.7/23 and WLS-TV fell from an 11/20 to a 10.8/20.

WGN-TV performed about the same as it did last July in the 9 p.m. news slot, averaging a 7.9/13 in Nielsen, down from an 8/13 and a 7.1/12 in Arbitron, up from a 7/13. WFLD-TV averaged a 3.8/6 in Nielsen with CNN Headline News, down from a 6/10 a year ago when it aired entertainment programing. In Arbitron, it averaged a 2.1/4, down from a 5/9.

In early fringe, WGN-TV averaged a 7/20 in Nielsen and a 5.3/16 in Arbitron, compared with a 5.3/15 and a 6.2/19 for WFLD-TV. From 5-7 p.m., WGN-TV averaged a 10.3/23 and an 8.8/20 to WFLD-TV's 7.2/16 and 6.7/16. □

Gray 40734. (BP-830118AA). Action July 29.

■ North Huntingdon, Pa.—Michael L. Horvath application returned for 1590 khz, .5 kw-D. Address: 120 Ward Drive, North Huntingdon 15642. (BP-830330AA). Action July 29, 1983.

■ Oil City, Pa.—Stephen M. Olszowka granted 1120 khz, 250 w-D. Address: 32 Silver Hill, Natick, Mass. 01760. Principal has no other broadcast interests. (BP-821130AR). Action July 27.

■ Gatlinburg, Tenn.—Gatlinburg Broadcast Communications Inc. granted 1230 khz, .25 kw-N, 1 kw-D. Address: 531 Gay Street, Suite 700, Knoxville, Tenn. 37902. Principal is owned by Anthony G. Kimbrough, vice president (60%), and J.D. Wallace, president (40%). Wallace is executive at United American Bank in Knoxville and former commissioner of Tennessee Dept. of Employment Security. He is 25% owner of new AM applicant in LaFollette, Tenn. Kimbrough is executive at Knoxville-based restaurant chain. He has no other broadcast interests. (BP-810108AE). Action May 13.

FM actions

■ Bentonville, Ark.—Rocky Haven Investments Inc. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 114 N.W. Second Street, Bentonville. Principal is owned by John Hutchinson; his son, Asa, daughter-in-law Donna, and Dale Mortenson. John Hutchinson is retired U.S.D.A. inspector; Asa Hutchinson is Bentonville, attorney, Donna Hutchinson is homemaker and Dale Mortenson is local businessman. They have no other broadcast interests. (BPH-801215AA) Granted July 13.

■ Bentonville, Ark.—Elvis E. Moody application dismissed for 98.3 mhz, 3 kw; HAAT: 216 ft. Address: 216 N. Main, Bentonville 72712. (BPH-800807AG). Action July 13.

■ Ely, Nev.—Eastern Nevada Broadcasting Inc. granted 92.7 mhz, 3 kw; HAAT: 169 ft. Address: 484 Aultman Street, Ely 89301. Principal is owned by Charles D. Sindelar, Donald E. Kancillia and William A. Tesmer. Sindelar is teacher, Kancillia owns casino and Tesmer is advertising consultant. None has other broadcast interests. (BPH-810925AP). Action Sept. 25.

■ Ely, Nev.—Hansen Corp. application dismissed for 92.7 mhz, .25 kw; HAAT: 840 ft. Address: Box 600, Ely 89301. (BPH-810515AC). Action June 27.

■ Rio Rancho, N.M.—John Deme granted 101.7 mhz, 3 kw; HAAT: 98 ft. Address: 10211 Jenavo Street, S.W., Albuquerque, N.M. 87105. Principal is president and general manager of KZIA(AM) Albuquerque. (BPH-810730AE). Action July 5.

TV actions

■ High Springs, Fla.—William F. Parrish application dismissed for ch. 53; ERP: 87.1 kw vis., 14.12 kw aur., HAAT: 340.97 ft., ant. height above ground: 364.67 ft. Address: P.O. Box 777, Leesburg, Fla. 32748. (BPCT-830705KK). Action July 28.

■ *Wichita, Kan.—Kansas Public Telecommunications Service Inc. granted ch. 15; ERP: 191.4 kw vis., 19.14 kw aur., HAAT: 697 ft. Address: 320 West 21st Street, Wichita 67203. Principal: Noncommercial corporation, headed by Zoel Parenteay, president. It also owns KPTS(TV) Hutchinson, Kan. (BPET-820507KG). Action July 26.

■ *Cadillac, Mich.—Central Michigan University granted ch. 27; ERP: 274.2 kw vis., 27.42 kw aur., HAAT: 587.2 ft.; ant. height above ground: 303 ft. Address: Anspach Hall, Mount Pleasant, Mich. 48859. Principal: Noncommercial educational institution whose board of trustees are headed by Margaret Ann Riecker. It also owns noncommercial WCML-FM-TV Alpena, Mich. and WMHW-FM and WCMU-FM, both Mount Pleasant, Mich. (BPET-830228KG). Action July 25.

■ Manistee, Mich.—Central Michigan University granted ch. 21; ERP: 224.4 kw vis., 22.44 kw aur., HAAT: 339.8 ft.; ant. height above ground: 296 ft. Address: Anspach Hall, Mount Pleasant, Mich. 48859. Principal: Noncommercial institution whose board of trustees is headed by Margaret Ann Riecker (see above). (BPET-830228KH). Action July 25.

■ Bemidji, Minn.—Action ch. 26; ERP: 1,091 kw vis., 109.1 kw aur.; HAAT: 1,115 ft. (BPCT-830314KE). Action July 25.

■ St. Joseph, Mo.—Haynes Communication Co. application dismissed for ch. 22; ERP: 750 kw vis., 75 kw aur., HAAT: 555.7 ft.; ant. height above ground: 530 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. (BPCT-830509KK) Action July 22.

■ St. Joseph, Mo.—St. Joseph Family TV Ltd. granted ch. 16; ERP: 1,334 kw vis., 133.41 kw aur., HAAT: 610 ft.; ant. height above ground: 464 ft. Address: 2935 Forrest Highlands, Marietta, Ga. 30062. Principal is owned by Robert Tracy Cheatham III (95%) and Cornelius Henderson (5%). Cheatham is applicant for new TV's in Rome, Ga.; Pueblo, Colo.; Scranton-Wilkes-Barre, Pa., and Witchita Falls, Tex. (BPCT-830310KF). Action July 25.

■ Winnemucca, Nev.—Matlock Communications Inc. granted ch. 7; ERP: 100 kw vis., 10 kw aur., HAAT: 1,813.2 ft.; ant. height above ground: 119.3 ft. Address: 1041 Steepleview Drive, Eagle, Idaho 83616. Principal is owned by Stephan J. Matlock, who is applicant for six low-power TV's. (BPCT-830405KF). Action July 26.

■ Carlsbad, N.M.—Citizens Rights Telecommunications Co. granted ch. 25; ERP: 1,399.6 kw vis., 139.96 kw aur., HAAT: 184.25 ft.; ant. height above ground: 278.9 ft. Address: Route 10, Sparta, Tenn. 38583. Principal is owned by David Eugene Goff, who is also applicant for five new TV's including Walla Walla, Wash., (see below). (BPCT-830405KH). Action July 22.

■ Silver City, N.M.—Sara Diaz Warren granted ch. 6; ERP: 100 kw vis., 10 kw aur., HAAT: 2,000 ft.; ant. height above ground: 65 ft. Address: 6200 Valeria, El Paso 79912. Principal is also applicant for new TV at Secaucus, N.J., and one low-power TV. (BPCT-830608KF). Action July 13.

■ Jamestown, N.D.—Jamestown College dismissed application for ch. 7; ERP: 300 kw vis., 30 kw aur.; HAAT: 701 ft. (BPCT-830125KG). Action July 29.

■ Walla Walla, Wash.—Brotherhood Broadcasting granted ch. 14; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,046 ft.; ant. height above ground: 152.6 ft. Address: Route 10, Sparta, Tenn. 38583. Principal is owned by David Eugene Goff, who is also applicant for five new TV's. (BPCT-830405KG). Action July 22.

Ownership changes

Applications

■ KSTR(AM) Grand Junction, Colo. (620 khz, 5 kw-D)—Seeks assignment of license from Media Financial Corp. to KSTR Broadcasting Inc. for $275,000. Seller is headed by Richard H. Ostberg, president. It also has interest in KOOO(AM)-KESY-FM Omaha. Buyer is owned by Thomas J. Wiens, president, who also owns KWDE(FM) Montrose, Colo., and KATI(AM)-KAWY(FM) Casper, Wyo. Filed July 29.

■ WFSH(AM) Valparaiso-Niceville, Fla. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WMS Corp. of Valparaiso-Niceville to Bayou Communications Inc. for $349,800. Seller is headed by Samuel Williams, president. It has no other broadcast interests. Buyer is principally owned by Norton (Red) Gilson, president, and wife, Barbara Ann. Norton Gilson is general manager and Barbara Ann Gilson, office manager at WFSH. Filed Aug. 1.

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

■ WKDC(AM) Elmhurst, Ill (1530 khz, 250 w-D, DA)—Seeks assignment of license from William A. Lester, trustee to Phoenix Broadcasting Inc. for $162,000. Seller is trustee for Snyder Broadcasting Co., which has filed for bankruptcy. It has no other broadcast interests. Buyer is owned by sister of seller, Lillian M. Snyder, president. It has no other broadcast interests. Filed July 29.

■ WYRE(AM)-WBEY(FM) Annapolis (810 khz, 250 w-D; FM: 103.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Atlantic Broadcasting Corp. and Bay Broadcasting Corp. to Anna-Del Broadcasting Co. Inc. for $1.3 million. Sellers are owned by Sydney Abel, president, who has no other broadcast interests. Buyer is owned by 20 Washington-area investors, headed by Thomas W. Wilson Sr., president, who retired several years ago as senior partner of Washington Communications law firm of Dow, Lohnes & Albertson, and Neal Heaton, general manager. None has other broadcast interests.

■ WJBL-FM Holland, Mich. (94.5 mhz, 20 kw, HAAT: 500 ft.)—Seeks assignment of license from Ottawa Broadcasting Corp. to Bloomington Broadcasting Corp. for $1.1 million, including noncompete agreement. Seller is owned by Peter J. VandenBosch, president. It has sold, subject to FCC approval, WWJQ(AM) Zeeland, Mich. (Broadcasting, Aug. 8). Buyer is headed by Timothy R. Ives, president. It also owns WJBC(AM)-WBNQ(FM) Bloomington, Ill.; WGOW(AM)-WKSZ(FM) Chattanooga, and WJCW(AM)-WQUT(FM) Johnson City, Tenn. Filed Aug. 1.

■ WRJW(AM)-WJOJ(FM) Picayune, Miss. (1320 khz, 5 kw-D; FM: 106.3 mhz, 3 kw, HAAT: 175 ft.)—Seeks assignment of license from Tung Broadcasting Co. to Howes Broadcasting Corp. for $450,000. Seller is headed by James O. Jones II, president. It has no other broadcast interests. Buyer is owned by Randolph R. Howes, president, who has no other broadcast interests. Filed July 29.

■ KICA-FM Clovis, N.M. (107.5 mhz, 10 kw, HAAT: 540 ft.)—Seeks assignment of license from KICA Inc. to Triton Broadcasting Inc. for $220,000. Seller is owned by John B. Mahaffey and his wife, Fredna. It also owns KGRT-AM-FM Las Cruces, N.M.; KDSX(AM)-KDSQ(FM) Denison-Sherman, Tex., and KICJ(AM) Shreveport, La. Seller is equally owned by J.E. Stuckey and W.R. Wiggins Jr., who are Fayettville, Ark., investors with no other broadcast interests.

■ WGLI(AM) Babylon, N.Y. (1290 khz, 5 kw-D, 1 kw-N, DA-2)—Seeks assignment of license from Robert Price to Babylon Communications Inc. for $400,000. Seller is court-appointed receiver of property of Greater Long Island Communications Inc. Buyer is owned by Andrew Pettit, president, and John H. Foster. It also has interest in WTPA-FM Harrisburg, Pa.; KSKY(AM) Dallas; KBCQ(AM) Roswell, N.M.; WRIV(AM) Riverhead, N.Y., and WEZG(AM)-WSCY-FM North Syracuse, N.Y. Filed July 27.

■ WIPS(AM)-WXTY(FM) Ticonderoga, N.Y. (1250 khz, 1 kw-D, DA-D; FM: 103.9 mhz, 1.54 kw, HAAT: 383 ft.)—Seeks assignment of license from Cawley Broadcasting Co. Inc. to Limestone Communications Inc. for $650,000. Seller is owned by Augustine M. Cawley. He also has interest in permittee for new FM at Hudson Falls, N.Y. Buyer is owned by Anthony Prisendorf, president, who is reporter at WNEW-TV New York. It has no other broadcast interests. Filed Aug. 1.

■ WVPO-AM-FM Stroudsburg, Pa. (840 khz, 250 w-D; FM: 93.5 mhz, 330 w vert., 330 w horiz., HAAT: 780 ft.)—Seeks assignment of license from Pocono Mountain Broadcasting Inc. to Commonwealth Broadcasting Co. for $580,000. Seller is headed by Gary Drescher, president. It also owns WOCB-AM-FM West Yarmouth, Mass., and WDOS(AM)-WSRK(FM) Oneonta, N.Y. Buyer is owned by William S. Cerny, president (50%), George Chopivsky Jr. (40%) and Bernard G. Barczak (10%). It also owns WLBK(AM)-WDEK(FM) DeKalb, Ill. Filed July 29.

■ WNOW(AM)-WQXA(FM) York, Pa. (1250 khz, 1 kw-D; FM: 105.7 mhz, 46 kw, HAAT: 520 ft.)—Seeks assignment of license from Rust Communications Inc. to Penn Central Broadcasting Inc. for $4 million (Broadcasting, July 18). Seller is owned by William F. Rust Jr. and family. It also owns WHAM(AM)-WHFM(FM) Rochester, N.Y., and WSOM(AM)-WQXK(FM) Salem, Ohio. It recently sold, subject to FCC approval, WPTR(AM) Albany and WFLY(FM) Troy, both New York (Broadcasting, July 4). Buyer is owned by Harold G. Fulmer III. It also owns WLKK(AM)-WLVU(FM) Erie, Pa., and WSAN(AM) Allentown, Pa. Filed Aug. 1.

■ WBJA(AM) Guayama, P.R. (1540 khz, 250 w-D)—

8/23/83
C1750-1

The Fifth Estate

Broadcasting Aug 22

Fame
We're gonna live forever!
MGM/UA
Entertainment Co.
Television Distribution

20814GARNE Q668L GEA JUN/84
S GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

52d Year 1983

Vol. 105 No. 8

Broadcasting Aug 22

Peter Jennings on relevancy, regionalism and parochialism □
Dark days for Tanner Co. □ MMTC gets a new name □
The tangled web of financial interest-syndication □

FINANCIAL RULES WEB □ Networks mum on plans in wake of tentative rule change. Independent stations are breathing easier, although they still have fears over extent to which networks could control syndication market. Production community unanimous in its contempt for contemplated change. **PAGE 25.**

TANNER TROUBLES □ FBI raids William B. Tanner Co. headquarters in Memphis, with warrents containing allegations of kickbacks and diverted funds. Tanner denies all charges. **PAGE 27.**

JENNINGS VIEW □ Peter Jennings discusses his return to the anchor chair at ABC, touching on being relevant, keeping international stories in perspective and being sensitive to regionalism. **PAGE 28.**

BIGGER CAUCUS □ Group of groups renames itself Television Operators Caucus, broadens membership, elects Henderson, Baker and Chaseman as officers. **PAGE 30.**

S.F. BOUND □ NAB opens its Radio Programing Conference next week in San Francisco with panels, sessions and workshops on programing, the law and technology. **PAGE 37.**

CHANGE IN THE WEATHER □ John Coleman loses battle against the clock to gain financial backing for Weather Channel and terminates his relationship with service. John Wynne is named president. **PAGE 37.**

LONDON CALLING □ Although American programers are less plentiful this year, London Multimedia Market expects more than 2,000 buyers and sellers for next month's show. **PAGE 38.**

FOOTSTEPS □ International Satellite Inc. follows Orion's path with its own application for transatlantic satellite service. **PAGE 39.**

A OK □ NAB members give association good grades, results of survey show, although opinions of radio and television members often vary. **PAGE 41.**

COSTA RICA TALKS □ Negotiations between U.S. and Cuba over AM interference resume after two-year hiatus. **PAGE 45.**

ENGINEERING ENCOUNTER □ State of Tennessee accuses Edward M. Johnson Associates of providing engineering without engineering credentials. **PAGE 45.**

EXTREMES AGREE □ Proponents of both political right and left come out against FCC repealing political attack rules. **PAGE 48.**

CANADIAN TROUBLES □ Cancom plan to deliver U.S. network programing by satellite in Canada draws opposition from both Canadian and U.S. broadcasters, although for different reasons. **PAGE 49.**

URBANY MOVE □ Frank Urbany is appointed as assistant to NTIA chief David Markey. **PAGE 50.**

KELLEY CREDO □ How a go-getter academic has brought news and government services to cable-less Washington as his latest foray in the Fifth Estate. **PAGE 73.**

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about 50 major advertisers. The service has 10 minutes of commercial time available every hour and gives two minutes to the local cable system to sell. Advertising rates range from a low of $300 to a high of $800 for a 30-second spot, but Wynne and Koester declined to indicate how many spots are left unsold. Koester said the service is picking up about 500,000 households per month, and expects by the end of this year to reach 11-12 million, with 15 million by mid-1984 and 18 million by the end of 1984.

Wynne, will retain his old duties as head of Landmark's broadcasting and video enterprises division. (Landmark owns Telecable, the 14th ranked MSO). He said he will not permanently relocate from his home in Norfolk, but anticipates having to stay in Atlanta until the end of the year. "By then we'll probably put someone in the general manager's slot." Wynne also noted that "We have got a good staff here, I don't contemplate any changes." He said his first priority is to sell the carriage fee plan to the cable operators.

TWC's current list of advertisers includes Allstate Insurance, American Express, Champion Spark Plugs, Chevrolet, duPont, Eastman Kodak, General Foods, Orkin, Procter & Gamble, Prudential-Bache Securities, RCA, Sears Roebuck, Shell Oil and United Airlines. □

U.S. programers head for England

Despite a diminished American presence among program exhibitors, the second annual London Multimedia Market is expected to draw about the same number of registrants as it did last year, according to its sponsors ("Closed Circuit," Aug. 15). Last year's London show, which attracted representatives from the international broadcasting, cable and home video markets, was attended by more than 2,000 buyers and sellers from more than 59 countries and included 143 exhibiting companies.

This year's market will take place at the Gloucester hotel from Sept. 19-23. To date, 41 U.S. companies have registered for the event, including 24 who have indicated they were attending as program buyers. Last year, 57 American firms rented suites.

About 100 exhibitors, all told, have signed up this year, according to Karol Kulik, LMM market director. She said that about 800 registrants, 300 buyers, 50 observers and more than 75 members of the press have notified they will be coming. In addition, Kulik said she expects another 400 to register between now and the show, with about another 800 registering at the show itself. That puts total registration at roughly the same level as last year's. Kulik noted that 860 registered during LMM last year.

Michael Solomon, chairman of Telepictures Corp., the programing and syndication production company that is currently riding high from its second season of syndicating first-run episodes of *People's Court*, is enthusiastic about LMM. (Telepictures reported 43% of its first-six-month 1983 sales of $20,763,000 were due to *People's Court*.) Solomon said that he hopes LMM will replace MIFED, the annual theatrical and television programing conference in Milan, Italy, because, according to Solomon, television has been "kind of a nonentity" at MIFED. Solomon said MIFED serves primarily the theatrical community, while its television market has always existed more as an after-event for a group of European buyers who meet right before MIFED.

But several American companies that were exhibitors last year will not be renting suites and exhibiting this year. Some firms note, however, that they will attend on an "unofficial" basis, or have someone from their London offices on hand. Those companies include ABC Video Enterprises (along with ABC Motion Pictures and ABC Sports), Viacom International, Group W Productions, MCA-TV International and Westinghouse Broadcasting and Cable ("Closed Circuit," Aug. 15). Their reasons ranged from the proliferation of trade shows to poor hotel and convention facilities at last year's show.

Among American companies planning to attend, HBO, the pay cable service, is returning as a buyer "to see what's available" and will be "looking at co-financing possibilities" for programing. CBS International will go as a seller offering some of its news programing, such as *60 Minutes* and the Walter Cronkite series, *Universe*, and *Coast to Coast*, a new, weekly, half-hour, soft-news magazine about trends in U.S. fashion, sports and people. *Coast to Coast* material comes from *2 on the Town*, a prime access strip airing on CBS-owned KNXT(TV) Los Angeles and WCBS-TV New York. A CBS International spokesman described LMM as a show that draws buyers from Europe and the Middle East, while Latin America contacts are made at NATPE International and annual private screenings in Los Angeles. □

Every day. *Newsfeed*, Group W's two-year-old video wire service, is expanding from five days a week to seven starting Jan. 7 (BROADCASTING, Aug. 15) and, to signify its expansion, is changing its name to Newsfeed Network. According to Richard Sabreen, vice president and general manager of the service, the move is being made to fill a void for nonpreemptable video coverage of national news in local weekend newscasts.

The service, which currently feeds an hour of news in late afternoon and a half-hour in late evening each weekday, will offer a half-hour of news on both Saturday and Sunday at 9:30 p.m., a time period geared to coverage of late-breaking sports news, Sabreen said. Stations currently subscribing to the *Newsfeed Network* will be given the option of picking up the extra two days or staying with their present service, he said, while new subscribers will be offered only the seven-day-a-week service.

There are currently 48 stations subscribing to *Newsfeed Network* in the U.S. and overseas, including stations in all top 10 U.S. markets.

Ratings Roundup

Loaded with a heavy schedule of reruns, CBS-TV captured first place in prime time ratings for the week ended Sunday, Aug. 14, in a week when television viewing for all three networks was up significantly over the week before. According to A.C. Nielsen's National Television Index, CBS averaged a 13.3 rating/25.3 share, just a half rating point ahead of NBC, which averaged a 12.8/24.6, and almost two rating points ahead of ABC, which averaged an 11.4/21.9.

For the week, the three networks' combined average was 37.5/71.8, up from 34.4/67.1 the week before.

CBS won Tuesday, Wednesday and Sunday nights, while NBC took Monday, Thursday and Friday, and ABC Saturday. Among the top 30 programs, CBS had 12, NBC 10 and ABC 8.

ABC's new first-run limited series summer programs took a beating. *Reggie* captured a 13.7/23 and landed in the top 20 during its special premiere the week before when it was sandwiched between *Three's Company* and a *Barbara Walters Summer Special* on Tuesday night, but sank to a 9.5/17 last week during its regular Thursday period and tied with NBC's *Powers of Matthew Star* for 54th place. The third episode of *The Hamptons* scored an 8.9/16, its lowest rating yet. CBS News's *On the Road with Charles Kuralt* and *Our Times with Bill Moyers* placed in the top 25 with 14.6/29 and 14.5/28, respectively, beating out ABC's *Half Hour Comedy Hour* (12.3/25) and *Joanie loves Chachi* (12.9/25), and major league baseball on NBC (11.1/21).

The First 20

1.	*Newhart*	CBS	19.6/33
2.	*Trapper John, M.D.*	CBS	19.1/34
3.	*NBC Monday Night Movie—Wait Until Mother Gets Home*	NBC	18.5/34
4.	*Jeffersons*	CBS	18.0/32
5.	*Hill Street Blues*	NBC	16.9/31
6.	*Simon & Simon*	CBS	16.9/30
7.	*9 to 5*	ABC	16.9/30
8.	*Cheers*	NBC	16.5/29
9.	*Hart to Hart*	ABC	16.4/30
10.	*Three's Company*	ABC	16.4/30
11.	*Facts of Life*	NBC	16.3/30
12.	*CBS Tuesday Night Movies—A Matter of Life and Death*	CBS	16.1/29
13.	*Magnum, P.I.*	CBS	15.9/30
14.	*60 Minutes*	CBS	15.3/34
15.	*Knight Rider*	NBC	15.3/30
16.	*CBS Wednesday Night Movie—Mark, I Love You*	CBS	15.2/27
17.	*NBC Sunday Night Movie—A Bridge Too Far*	NBC	14.8/27
18.	*20/20*	ABC	14.8/27
19.	*On the Road with Kuralt*	CBS	14.6/29
20.	*Fantasy Island*	ABC	14.6/29

The Final Five

64.	*NFL Preseason Football—N.Y. Giants vs. Pittsburgh Steelers*	ABC	7.8/16
65.	*NBC Reports*	NBC	7.6/16
66.	*Faeries*	CBS	6.8/15
67.	*Monitor*	NBC	6.4/13
68.	*Kudzu*	CBS	5.2/11

For the Record

As compiled by BROADCASTING, Aug. 8 through Aug. 12, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Harrison, Mich.—David A. Carmine seeks 1540 khz, .25 kw-D. Address: 209 East Spruce Street, Harrison, Mich. 48625-0549. Principal also owns WKKM(FM) Harrison and WDEE(AM) Reed City, both Michigan, and is applicant for new FM at East Dewitt, Mich. Filed March 24.

FM applications

■ Delta Junction, Alaska—Delta Communications Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 507, Delta Junction 99737. Principal: James F. Funderburk, president (80%) and wife, Shiow Shang Funderburk (20%) It has no other broadcast interests. Filed Aug. 5.

■ Fairbanks, Alaska—Empire Communications Inc. seeks 98.1 mhz, 63.5 kw, HAAT: minus 37 ft. Address: P.O. Box 60394, Fairbanks 99706. Principal is headed by Donn B. Erisman Jr., president. Filed Aug. 8.

■ Flagstaff, Ariz.—Presciliano P. Mares seeks 97.5 mhz, 100 kw, HAAT: 1,508 ft. Address: 2808 Dallas, NE, Albuquerque, N.M. 87110. Principal has no other broadcast interests. Filed Aug. 8.

■ Flagstaff, Ariz.—Star West Broadcasting Inc. seeks 97.5 mhz, 100 kw, 1,439 ft. Address: 25804 Dundee, Huntington Woods, Mich. 48070. Principals: Robert W. Giles, president, wife, Louis A. (40% each), Mary C. Rowe and husband, Robert A. (10% each). Giles couple are employed at WXYZ(TV) Detroit. Filed Aug. 5.

■ Flagstaff, Ariz.—Trident Communications Inc. seeks 97.5 mhz, 100 kw, HAAT: 1,429 ft. Address: 6335 East 22nd Street, Tucson, Ariz. 85710. Principals: B. Howard Bernstein, president, and his wife, Sandra (16.66% each) and James R. Sweet (two-thirds). Sweet is employe of Western Cities Broadcasting Inc., who owns KZZP-AM-FM Mesa, Ariz. Filed Aug. 8.

■ Flagstaff, Airz.—Wilsha Communications Inc. seeks 97.5 mhz, 100 kw, HAAT: 1,429 ft. Address: 6111 N. 8th Street, Phoenix 85014. Principals: Albert J. Willis Jr., president, Leland D. Shaffner and John G. Alverez (one-third each). Willis and Shaffner have interests in KHEP-AM-FM Phoenix. Shaffner also has interest in KWOC(AM)-KPBM-FM Poplar Bluffs, Mo., and with Alverez, has interest in new FM at Canyon, Tex. (see below). Filed Aug 8.

■ Bakersfield, Calif.—Kern Communications Co. seeks 107.1 mhz, 2 kw, HAAT: 333.8 ft. Address: 6900-12 Seapines Drive, Bakersfield 93309. Principals: Catherine M. Swajian Abernathy (55%); her husband, David M. (20%); Brian D. Boyle (20%), and Douglas D. Rohall (5%). Filed Aug. 5.

■ Valdosta, Ga.—Azalea City Broadcasting seeks 96.7 mhz, 3 kw, 300 ft. Address: 1000 Potomac Street, N.W., Washington, D.C. 20007. Principal is Andrew J. Guest, who owns 50% of WKUB(FM) Blackshear, Ga., and is general manager of WAEV(FM) Savannah, Ga. Filed Aug. 8.

■ Valdosta, Ga.—Cherry Lynn Rogers seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Route No. 5, Eastman, Ga. 31023. Principal has no other broadcast interests. Filed Aug. 5.

■ Valdosta, Ga.—Lowndes County Broadcasting seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 368, Valdosta, Ga. 31601. Principal: Vernon Arnold. It also owns WJEM-(AM) Valdosta. Filed Aug. 8.

■ ■ Valdosta, Ga.—Multi-Media Broadcasting Inc. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 108, Lake Park, Ga. 31636. Principal is headed by Michael Dee Howard, president. It has no other broadcast interests. Filed Aug. 8.

■ Valdosta, Ga.—Valdosta Radio Ltd. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 879½ Parker Street NE, Cleveland, Tenn. 37311. Principal: Luz N. Ruiz who has no other broadcast interests. Filed Aug. 4.

■ Valdosta, Ga.—WGAF Inc. seeks 96.7 mhz, 2.65 kw, HAAT: 328 ft. Address: Box 133, Valdosta 31601. Principal: W. Orson Woodall also is part owner of WTGQ(FM) Cairo, Ga., WSMY(AM)-WTPM(FM) Roanoke Rapids, N.C., and WCCP(AM) Athens, Ga. Filed Aug. 8.

■ Potosi, Mo.—Radioworks Inc. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 840 Westbrooke Meadows Court, St. Louis 63011. Principals: Dennis Klautzer, president (80%) and Larry LaBrier (20%). Klautzer is air personality at KHTR(FM) St. Louis. Filed Aug. 5.

■ Socorro, N.M.—Socorro Communications Inc. seeks 92.7 mhz, 3 kw, HAAT: 1,892.5 ft. Address: 175 Highway 60 West, Socorro. Principal is owned by Manuel Miguel Olguin, president. It also owns KSRC(AM) Socorro. Filed Aug. 5.

■ Parris Island, S.C.—Carpenter Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 3715 Inverness Way, Augusta, Ga. 30907. Principals: Jack A. Carpenter (51%); his wife, D. Anne (39%), and E. Robin Sanders (10%). Carpenters are also applicants for new FM at Augusta, Ga. Filed Aug. 8.

■ Parris Island, S.C.—Vivian Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 806 Monson Street, Beaufort, S.C. 29902. Principal: William A. Galloway, president (51%), and wife, Vivian McNair Galloway. It also owns WVGB(AM) Beaufort, S.C. Filed Aug. 8.

■ Bastrop, Tex.—Longcrier Communications seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 8118 Raintree Place, Austin, Tex. 78759. Principals: H.L. Longcrier Jr., president; wife, Jane C., and their children, H.L. Longcrier III, Michael C. and Steven W. (20% each). It also owns KELG-(AM) Elgin, and KZEU (FM) Victoria, both Texas. Filed Aug. 3.

■ Canyon, Tex.—Albert D. Davila seeks 107.9 mhz, 100 kw, HAAT: 700 ft. Address: 1527 Spanish Oaks, San Antonio, Tex. 78213. Principal is sales representative at KEDA-(AM) San Antonio, Tex. Filed Aug. 8.

■ Canyon, Tex.—Leland D. Shaffner, Judith C. Shaffner and John G. Alvarez seek 107.9 mhz, 100 kw, HAAT: 700 ft. Address: Box 41, Poplar Bluff, Mo. 63901. Principals: Shaffners have interest in KHEP(AM)-FM Phoenix; KWOC(AM)-KPBM-FM Poplar Bluff, Mo., which they will sell. Leland Shaffner and Alvarez are applicants for new FM at Flagstaff, Ariz. Filed Aug. 8.

■ Canyon, Tex.—Samuel K. Stratemeyer seeks 107.9 mhz, 100 kw, HAAT: 700 ft. Address: Route 3, Metropolis, Ill. 62960. Principal is also applicant for new FM's at San Angelo, Tex., and WRIK(FM) Metropolis, and new AM at Brookport, both Illinois. Filed Aug. 8.

■ Hamilton, Tex.—Roy Neal Randolph seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 4101 W. Adams Street, Temple, Tex. 76503. Principal has no other broadcast interests. Filed Aug. 5.

■ Paris, Tex.—Earlyne G. Lund seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 10753B Via Los Posadas, Paris. Principal has no other broadcast interests. Filed Aug. 3.

■ Paris, Tex.—Lamar County Broadcasting seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 2708 Chimney Rock, Huntersville, Tex. 77340. Principals: Ray Eller, president; wife, Marcia, and Jacklyn Merchan (one-third each). Ray Eller has 30% interest in KSAM(AM)-KHUN-FM Huntersville, Tex., and KMHT-AM-FM Marshall, Tex. Filed Aug. 8.

■ Paris, Tex.—Palm/Prairie Broadcasting Inc. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 6600 Pinetree Circle, West Palm Beach, Fla. 33406. Principals: Rodney G. Dore, president (55%); wife, Kay M. , and her parents, Leon and Betty Moss (15% each). Rodney Dore also has interests in WPOM(AM) Riviera Beach, and is applicant for new FM's at Sanibel and Havana, all Florida. Rest have no other broadcasting interests. Filed Aug. 8.

TV applications

■ Tuscumbia, Ala.—Kadd Communications Corp. seeks ch. 47; ERP: 96 kw vis., 9.6 kw aur., HAAT: 513 ft.; ant. height above ground: 282 ft. Address: P.O. Box 585, Tuscumbia 35674. Principals: David M. Baughn, president, and Alan Keith Hager, Francis A. Cox, David R. DuBose (25% each). Baughn is engineer at WVAL(FM) Tuscaloosa, Ala., and with DuBose has interest in new TV there. DuBose is news director at WVAL(FM) Tuscaloosa, Cox is chief engineer at WVEU(TV) Atlanta. Hager has no other broadcast interest. Filed July 28.

■ New Iberia, La.—Commerce Broadcasting Inc. seeks ch. 36; ERP: 5,000 kw vis., 1,000 kw aur., HAAT: 463.6 ft.; ant. height above ground: 467.1 ft. Address: 500 Dover, Suite 200, Lafayette, La. 70503. Principal is owned by James A. Haynes, president (24%), and four others. It has no other broadcast interests. Filed July 29.

■ Port Huron, Mich.—TV 46 Corp. seeks ch. 46; ERP: 3,900 kw vis., 390 kw aur., HAAT: 914 ft.; ant. height above ground: 985 ft. Address: 1037 Water Street, Port Huron 48060. Principal is owned by Charles O. Townley, president (55.4%), and five others. It has no other broadcast interests. Filed July 28.

■ Oxford, Miss.—Colom Communications Corp. seeks 107.1 mhz, 2.51 kw, HAAT: 322 ft. Address: 406 Third Avenue North, Columbus, Miss. 39701-3996. Principals: Milton Colom, president; his sons, Roland F., and Wilbur O. (one-third each). It is also applicant for new FM at Artesia, Miss. Filed July 29.

■ Burlington, N.J.—Maceo K. Sloan and Charles Joseph Thompson seeks ch. 48; ERP: 2,340 kw vis., 234 kw aur., HAAT: 1,112.3 ft.; ant. height above ground: 1,077.8 ft. Address: 2500 Legion Drive, Knoxville, Tenn., 37920. Principal also owns 40% of WSMT(AM)-FM Sparta, Tenn. and is also applicant for new FM at Greenville, Ala. Filed Aug. 3.

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

8/30/83
1750-1

The Fifth Estate

Broadcasting Aug 29

Joan Morse on WTVT Tampa/St. Petersburg.

"A lot of people say that Gaylord's CBS affiliate, WTVT, is a tradition in Tampa/St. Pete. And it's true, they do have the numbers. But that's not the only reason WTVT is a major factor in my buys.

"I appreciate the fact that the people at WTVT are very careful, and very professional. Everything is watched closely.

Joan Morse is Senior Media Buyer, W. B. Doner & Co., St. Petersburg.

"You have to understand hat all the accounts I work n are retail. That means y flights are very short. I'm nly on for three or four days t a clip.

"What I order has to run, and it has to run right, because I have no time left to make a schedule good. With WTVT, when the buy is done, I know I can put it to bed and not worry about it.

"What WTVT says they're going to do, they do. And it's the same with all the Gaylord stations I work with. They seem to treat my account as something very special."

Gaylord Broadcasting

GB

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RADIO 83 RADIO 83 RADIO 83 RADIO 83

Vol. 105 No. 9

Broadcasting ■ Aug 29

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DBS DEALINGS ☐ Comsat is looking for three partners to aid in its DBS plans. **PAGE 31.**

BIG SPENDERS ☐ Procter & Gamble remains on top as TV's biggest advertiser, according to TVB report. **PAGE 31.**

SECOND CHANCE ☐ Wirth postpones deadline for responses to program questionnaires, labels current response "pathetic." **PAGE 32.**

"SMOKING GUN" ☐ CBS claims to have uncovered piece of evidence in Westmoreland case proving deception. **PAGE 34.**

STEREO TROUBLES ☐ FCC tells Harris to remove its AM stereo system from market by Sept. 1 because of type acceptance problems. **PAGE 35.**

HEATING UP ☐ Spot radio seems on the way to recovery, with sales improving over 1982's showing. **PAGE 48.** One of the indications of radio's recovery is the expansion of networks, made possible, observers say, by advertiser faith in the medium. **PAGE 54.** A look at the top 10 stations in the top 50 markets: Adult contemporary remains the most popular format while top 40 and album rock are in close race for second spot. **PAGES 60-72.** Top 40 is the biggest news about formats in the past year, with its resurgence on FM. **PAGE 72.** The number of syndicated programs is up, with the emphasis on specialization. **PAGES 78-94.**

HOME WORKING ☐ DBS operators are scarce at satellite users conference in St. Louis. **PAGE 107.**

Meeting in St. Louis. *The* Satellite Communications *Users Conference settled in at Stouffer's Riverfront Towers last week and provided a forum for discussion of most aspects of the satellite industry and a first-hand look at some of the hardware. The annual trade show attracted some 2,500 persons, significantly fewer than the more than 3,000 that the organizers had anticipated. Conference coverage begins on page 107.*

TWO-DEGREE PRAISE ☐ Panelists at satellite conference applaud FCC decision to reduce spacing between satellites and discuss ways to negate future possible interference problems. **PAGE 108.**

PROGRAMING IMPRESSARIO ☐ Group W's Resing has been the man in charge of overseeing the development of such successful shows as *PM Magazine, Good Morning America* and *Donahue*. **PAGE 135.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 29

Vol. 105 No. 9

TOP OF THE WEEK

Marriage made for the heavens?

Comsat's Satellite Television Corp., which has been looking for partners to help shoulder the enormous operational and financial burden of its direct broadcast satellite plans, may have found two: CBS and General Cinema Corp.

According to industry sources, Comsat has talked to scores of potential partners, but now seems to be zeroing in on CBS, General Cinema and one other company. Each of the four partners would hold a 25% interest in STC, the sources said.

STC spokeswoman Judith Shannon said STC has "talked with a lot of companies at this point" but would neither confirm nor deny that agreements with CBS and General Cinema were in the works.

A CBS executive, while confirming that discussions are current with a number of potential DBS joint venturers and satellite manufacturers, cautioned against making too much of any discussions with Comsat at this point. "Don't turn 'talks' into 'negotiations,' " he said. Responding specifically to the report of an imminent CBS-Comsat-et al deal, he said: "That is not accurate. This is not at the business venture stage at all." A spokesman for General Cinema refused to comment.

A possible fourth partner is Western Union Corp. A Western Union official confirmed partnership discussions with Comsat and STC, but said no agreements were imminent. "We have no basic objections to partnership with STC," he said, "and if the other partners were the right players, we could be willing partners."

General Cinema, a $900 million-a-year company with interests in bottling, theaters and broadcasting, can bring alot of money to the DBS venture, which may require more than $1 billion over the next few years.

Barry Kaplan, an analyst at A.G. Becker, said General Cinema's disposable holdings of R. J. Reynolds stock are worth $150 million dollars at current market prices. Counting a $40 million after-tax gain from the sale/exchange of WCIX-TV Miami, and the anticipated sale of WIFI(FM) Philadelphia, for $6 million, he said, "the company probably would have about $200 million to invest. With borrowing they could make a half-billion dollar acquisition without any problem."

CBS's interest in DBS is not sudden. It proposed an ambitious three-channel DBS system that would beam high-definition television signals to homes, cable systems and theaters. The FCC granted CBS permission to begin construction of its system last fall, but so far the network has shown no signs of doing so.

According to sources at CBS, the network had partnership discussions with United Satellite Communications Inc., an STC competitor backed by General Instrument and Prudential Insurance of America. But the talks never got serious.

CBS apparently wasn't the first of the big three broadcast networks to make a pass at STC and Comsat. ABC was interested, but, according to sources, was too demanding for STC's taste. Those talks ended almost before they got started.

Perhaps because word of CBS's involvement in STC could cause a potential outcry from its broadcast affiliates, who have been apprehensive about DBS since it was first proposed by Comsat in August 1979, CBS has kept a tight lid on the negotiations, even within the corporate hierarchy. Executives contacted last week who should know what's going on claimed they didn't know.

Beginning in late 1984, STC plans to offer a five-channel service to subscribers in an area bounded by Pittsburgh in the West; Norfolk, Va., in the South, and Burlington, Vt., in the North. The service area comprises 20 million television homes—about one-fourth of all television homes as well as one-fourth of all uncabled homes in the country.

The service STC offers over SBS IV will permit STC to gain some operational experience and crack the DBS market prior to the launch of its own two high- power DBS satellites in 1986. Once they are in orbit, STC will be able to increase the number of channels to six and extend its coverage area to the entire eastern half of the country.

The partnership discussions have not disrupted other activities of STC. Final bids to supply the two-foot and two-and-a-half-foot earth stations to STC were submitted last Friday by several manufacturers in response to an RFP that went out in July. STC hopes to evaluate the bids and name a "preferred supplier" within a month. Meanwhile, STC has leased the entire 12th floor of a building at 1212 Avenue of the Americas in New York for its programing department, which is headed by Richard Galkin, senior vice president, programing.

All DBS grantees have until Dec. 1 to put their concrete plans before the FCC—a circumstance that has caused "high jockeying" among all the parties, one participant noted last week. The Comsat-CBS-General Cinema maneuvering is but a part of that overall activity.

National and regional spot and network dollars up in '83

TVB figures show 11% rise in spending for first six months

Television advertisers boosted their national and regional spot TV spending in the first half of 1983 by 11% and their TV network spending by 10.5% over the comparable period of 1982, the Television Bureau of Advertising is reporting today (Aug. 29).

Estimates compiled for TVB by Broadcast Advertisers Reports put the January-through-June spot total at $1,678,574,000 and the network total at $3,323,066,800.

TVB cited large 1983 increases in TV expenditures in several advertiser categories. Office equipment and supplies (computers, copiers, stationery) increased network spending by 87% and spot expenditures by 75%; home electronics equipment was up 60% in network, 29% in spot; consumer services (financial services, communications and public utilities) posted gains of 31% in spot, 17% in network.

Procter & Gamble remained the biggest user of both network and spot, increasing to $267,984,100 its combined outlays by 2.6%. P&G's spot spending rose 64% to $102,185,400 while its network outlays declined 17% to $165,798,700.

Ford Motor Co. ranked second on the network list with a 50% increase that took its network spending to $93,881,300, while third place General Foods outlays declined 20% to $90,240,900.

Among spot TV spenders, General Mills increased its outlays 25% to $37,897,400, ranking second, while Pepsico ranked third with $36,135,300, up 42%.

Top network revenue for the six months went to ABC-TV with an estimated $1,192,034,400, or 35.9% of the three-network total. CBS-TV was second with

$1,111,304,800, or 33.4%, and NBC-TV was third with $1,019,727,600, or 30.7%. CBS had edged ABC in revenues in the first quarter but lost that edge, and then some, in the second.

Nighttime was the biggest revenue-producing daypart for the networks, accounting for $1,744,025,900, up 9.3%, but the biggest percentage gains were in weekend early fringe ($133,138,100, up 29.6%) and weekend daytime ($394,401,900, up 22.7%).

In spot, early evening accounted for $604,410,700, or 36% of the revenues, followed by nighttime at $400,820,800 (23.9%), daytime at $339,095,500 (20.2%) and late night at $334,247,600 (19.9%). TVB said daypart comparisons with 1982 were unavailable because BAR redefined the dayparts effective Jan. 1, 1983.

Top 25
Network TV Advertisers
January-June 1983

1.	Procter & Gamble	$165,798,700	-17
2.	Ford	93,881,300	+50
3.	General Foods	90,240,900	-20
4.	American Home Products	88,632,300	+11
5.	General Motors	78,415,300	+ 8
6.	Johnson & Johnson	73,778,200	+17
7.	Bristol Myers	61,403,200	+18
8.	Sears, Roebuck	59,910,500	+25
9.	AT&T	57,982,700	+37
10.	Lever Brothers	56,994,000	+ 6
11.	Philip Morris	54,966,200	+51
12.	Nabisco Brands	52,315,700	+38
13.	Sterling Drug	51,905,800	+52
14.	Anheuser-Busch	49,598,000	+12
15.	Coca-Cola	47,605,200	- 7
16.	Dart & Craft	47,072,100	+53
17.	General Mills	46,054,900	+24
18.	Ralston Purina	45,794,100	+10
19.	Pepsico	45,221,700	-17
20.	Gillette	43,605,800	- 4
21.	Warner Communications	43,265,400	+47
22.	McDonalds	39,187,000	+24
23.	R.J. Reynolds	38,780,800	+78
24.	Chrysler	37,128,600	+ 8
25.	Warner Lambert	36,822,500	-3

Top 25 National and
Regional Spot TV Advertisers
January-June 1983

1.	Procter & Gamble	$102,185,400	+ 64
2.	General Mills	37,897,400	+ 25
3.	Pepsico	36,135,300	+ 42
4.	General Foods	34,428,900	+ 8
5.	Coca-Cola	30,488,800	+ 35
6.	Lever Brothers	24,106,100	+ 17
7.	Dart & Kraft	23,846,300	- 21
8.	Mars	22,681,800	- 6
9.	Anheuser-Busch	22,106,300	+ 12
10.	Nissan Motors	22,091,200	+ 26
11.	Philip Morris	21,950,000	+ 44
12.	Toyota Motors	20,973,600	- 2
13.	Ford	19,230,100	+ 77
14.	Nestle	17,090,600	+ 31
15.	ITT	15,733,400	- 15
16.	Warner Lambert	14,847,600	+ 6
17.	American Home Products	14,682,200	- 23
18.	Sterling Drug	14,518,300	+ 89
19.	Time Inc.	13,927,800	- 11
20.	Colgate Palmolive	13,905,800	+ 32
21.	Kellogg	13,383,400	- 12
22.	MCI Communications	13,335,600	+ 40
23.	Texas Instruments	12,722,000	+440
24.	General Motors	12,687,300	+ 10
25.	AT&T	11,583,700	- 54

1983 Comeback year for radio

After a downbeat 1982, the industry is showing signs of increasing vigor with spot and network sales up, a flurry of format activity and network adoption of satellites

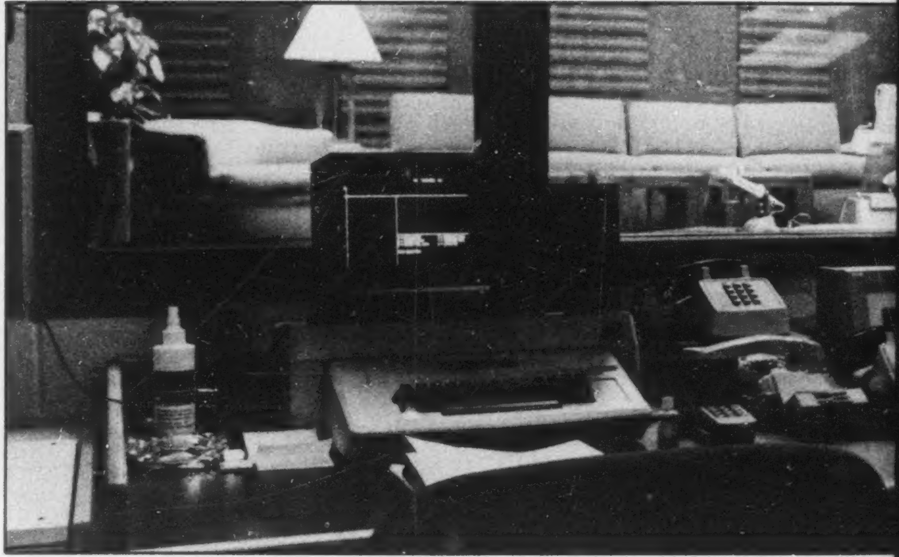
What a difference a year makes.

A year ago today the business outlook for the radio industry was extremely bleak. But as this issue's special report on the medium indicates (stories begin on page 47), the medium is now showing signs of renewed health: national spot sales up a whopping 40.8% for the month of July and more new advertisers investing in network radio, which posted a 24% gain for the first six months of 1983.

What's the reason? Besides a general upswing in the economy, there appears to be renewed advertiser interest in specially targeted syndicated programing, while, at the same time, station managers are requesting more of this programing to reduce the high cost of running an operation.

Radio's competitive marketplace is heating up with stations switching formats more frequently in attempts to get a bigger piece of the advertising pie. And network affiliated stations are now able to receive better quality programing via satellite delivery.

"Solid growth" are words often heard these days to describe network advertising, partially due to the fact that national spot activity outside of the top 25 markets has slackened off with the increasing popularity of networks. "In 1983, network radio has stabilized and will be a very healthy business for the foreseeable future," noted Michael



Wirth upset with NAB's Fritts over

Telcomsubcom sets new deadline of Sept. 6 for station programing information; chairman claims NAB Mailgram to members hindered replies

The House Telecommunications Subcommittee last week extended deadlines in hopes of attracting more replies to the programing questionnaires it sent to 947 television and 1,200 radio stations. The returns, 218 from radio and 282 from television, were described as "pathetic" by the subcommittee chairman, Tim Wirth (D-Colo.). The new deadline for both radio and TV is Sept. 6.

It was in a letter last week to National Association of Broadcasters President Edward Fritts that Wirth called the returns "pathetic." Wirth said it was "without precedent for the vast majority of an industry to ignore an official congressional request for data." He said the normal response rate from such congressional industry surveys is 80%.

"I am particularly bewildered at the level of reponse," said Wirth, "given that the request is central to the overall effort to craft a consensus broadcast deregulation bill."

The chairman said that the data to be derived from the limited number of surveys "will not be sufficient to accurately ascertain the information we are seeking." And Wirth emphasized the need for more information in a follow-up letter sent to broadcasters last week: "In order for the Congress to fashion broadcast reform legislation, it is imperative that we have all the facts before us as to the levels of public interest programing that is being provided today. As a public trustee, licensed by the federal government for the exclusive use of a portion of the electromagnetic spectrum, you have a responsibility to return this congressional request for data."

Wirth claimed in the letter to Fritts that an NAB Mailgram had discouraged broadcasters' participation. The NAB opposed the

Big stakes in fall TV syndication

Producers readying big-budget programs for fall launch, with no certainty all will survive

Over the next several weeks some of the most ambitious projects in new syndicated television programs will debut on hundreds of stations across the country. Fifteen new major syndicated shows—eight strips and seven once-a-week programs—are scheduled to go on the air. But there is also skepticism that several of these big-budget productions will ever see the light of a second season.

According to programing analysts at station representative firms, there is a wealth of some kinds of new programing planned for syndication this fall and a dearth of other kinds. The latter is occurring in access programing, where popular shows like *Entertainment Tonight*, *PM Magazine*, *Family Feud* and off-network reruns of *M*A*S*H*, have closed the opportunity for new product to gain a foothold in that time period. Meanwhile, they note, producers and syndicators have turned to other dayparts for strips and new once-a-week programs.

Shelly Schwab, vice president and director of sales at MCA-TV, said the first episode of its weekly hour feature, *Salute with Dick Clark*, is in the can and advertising (MCA-TV keeps five minutes) "is 90% sold out for the year." He described *Salute* as MCA-TV's "most ambitious undertaking" yet. MCA-TV's weekly half-hour *Pop 'n' Rocker Game* (with six shows completed production) is "totally sold out," Schwab said; both programs carry "all blue chip advertisers."

According to Henry Siegel, chairman of Lexington Broadcast Services, which is handling the national advertising sales for The Bennett Group and Metromedia's daily *BreakAway*, the program is "85% to 90% sold." The one-hour program, in which two minutes are being held for national sales and 11 minutes given to local stations, is attracting traditional daytime advertisers, Siegel said.

LBS's handling of *Break Away* is only part of the $120 million in commercial inventory it must unload for 27 series which it is representing. At present, Siegel said, LBS has sold about 75% of the 10,000, 30-second spots associated with *Fame*, *Break Away*, *Inspector Gadget*, *Family*, *How the West Was Won* and *The Richard Simmons Show*. For *Fame* LBS has sold 85% of the available commercial spots to, among others, American Home Products, Bristol-Myers, Coffee Institute, Colgate, International Playtex, No-Nonsense Hosiery, Procter & Gamble, Revlon and 7-Up.

About 85% of the stations picking up Telepictures' and Gannett's *Newscope* will be airing it in early fringe, reported Jim Moloshok, the program's producer, and the balance in prime access (except WGN-TV Chicago, which will air it at noon on a one-day tape delay). The six-day-a-week program will keep 30 seconds for national advertising Monday through Friday, and two-and-one-half minutes for Saturday's broadcast. National advertisers that have signed on include Sears, Roebuck, Richardson-Vicks and General Foods, Moloshok said. Among most program analysts, *Newscope* is considered one of the best bets for success in the new season. According to Moloshok, Gannett and Telepictures are thinking the same. They have invested "several millions" in start-up costs, employing about 100 people at state-of-the-art facilities at its 18,000-square-foot studio in Sherman Oaks, Calif., and the services of numerous stringers in the field. Four programs are completed, Moloshok reported, but productions will not be scheduled too far in advance in order to retain news timeliness.

The production of 65 original episodes of *He-Man and the Masters of the Universe*, of which half are done with the rest expected by early November, is costing its producers $14 million, according to a spokesman. Advertising for the strip is said to be almost sold out. The show is a joint production of Group W Productions, Filmation animation studios (which is owned by Group W) and Mattell Inc., which manufacturers and markets the characters on which the program is based. Group W gets two 30-second spots to sell, Mattel keeps one minute, and four minutes are given to the local station. Advertisers include Nabisco, Coleco, Shasta, Campbell's, Atari, Tonka, Lever Bros., Wrigley's gum, LJN toys and Leisure Dynamics.

Another Telepictures show, *Love Connection*, has one of the highest clearances going into next season: 122 stations sold, representing 91% of U.S. TV households. Of the 122 stations, 95% are network affiliates, reported Telepictures' Karl Kuechenmeister, including WNBC-TV New York, KTTV(TV) Los Angeles and WMAQ-TV Chicago. Scheduled for a Sept. 19 debut, the show is being cleared by 50% of the stations in daytime, while 25% are airing it in early fringe and another 25% in access. Advertising categories include cosmetics, over-the-counter drugs and publishers, Kuechenmiester said.

Woman to Woman, produced by Golden West Television, is a "definite go," according to Golden West's Bruce Johansen, despite its present low clearance level: 40 markets, representing 46% coverage. Johansen called *Woman to Woman* a "long term project" and the program—produced at Golden

The who, what, where and when of syndication this fall

Program	Syndicator/producer	Contract ** terms (weeks)	Time period	% clearance of U.S. homes	Debut date
Salute Hosted by Dick Clark	MCA-TV/Pierre Cossette	24/24	Access Prime time	125 markets/74%	Sept. 19
Pop 'n' Rocker Game	MCA-TV/Alan Landsburg-Ron Greenberg	26/26	Access Weekend afternoon/late night	87 markets/70%	Sept. 19
* *Break Away*	Colbert TV Sales-Orion Entertainment/ The Bennett Group	46/6	Early fringe	70 markets/64%	Sept. 19
* *Newscope*	Gannett/Telepictures	52/0	Early fringe	87 markets/80%	Sept. 19
* *Thicke of the Night*	Intermedia/Metromedia/MGM/UA	20/6	Late night	121 markets/83%	Sept. 5
Fame	Metromedia/MGM/UA/Lexington Broadcast Services	24/2	Weekend access	105 markets/80%	Oct. 3
* *Love Connection*	Telepictures/Eric Lieber	39/13	Daytime/Early fringe access	122 markets/91%	Sept. 19
* *Woman to Woman*	Golden West TV	40/12	Early fringe	46 markets/40%	Sept. 12
Taking Advantage	Paramount	16/10	Access/(50%)	145 markets/90%	Sept. 24-25
Star Search	TPE/OPT	26/26	Access Prime	170 markets 92%	Sept. 10
* *He-Man and the Masters of the Universe*	Group W Productions/Filmation/Mattel	13/1	Early fringe	90 markets/80%	Sept. 26
* *Wheel of Fortune*	King World/Merv Griffen	39/13	Access	60 markets/45%	Sept. 19
This is Your Life	Andrews & Assoc./Ralph Edwards Prod.	39/13	Weekend access	58 markets/61%	Sept. 24
* *Inspector Gadget*	LBS/Field/DIC/Audio Visual	13/39	Daytime	83 markets/76%	Oct. 3
This Week in Country Music	Jim Owens TV	52/0	Weekend fringe	125 markets/55%	Sept. 17-18

* = Strip

** = Original episodes/repeat episodes in weeks

West's KTLA(TV) Los Angeles studios—is "going into syndication with little or no deficit financing," Johansen reported. (By contrast, *BreakAway*, with a budget over $340,000 per week, is costing $16 million for the season, and is expected to create a deficit of $3.7 million). Johansen said that three weeks of *Woman to Woman* have already been taped, with another three weeks to be done by the time the show debuts on Sept. 12.

Paramount Pictures Corp.'s *Taking Advantage* is set for 145 stations, or 90% of total U.S. TV households. It has been picked up by the CBS O & O's, Metromedia, Post-Newsweek, Pulitzer, Storer, Taft, Corinthian and McGraw-Hill station groups. Over 50% of those stations carrying the program have scheduled it for weekend access or adjacent to newscasts. Advertisers include "Sears Roebuck type" companies, reported Randy Reiss, president of Paramount Television distribution, and other financial service institutions. The show, which will be paced liked Paramount's *Entertainment Tonight*, will also be priced about the same, he said. ☐

Fall back slapping and stabbing

The three TV networks begin their promotional blitzing for the upcoming season by praising their own efforts and going after the other guys

With an upcoming prime time television season predicted by many observers to be the most competitive in recent memory, the three major networks are entering the final stages of their fall promotional campaigns. And two of the three—ABC and NBC—have also revealed plans to do a significant amount of stunting with new programing—both specials and new series—before the official Sept. 26 start date for the new season. CBS is said to be considering a number of stunting options but has not announced any.

NBC, for the second year in a row, has taken what has been called the confrontational approach in its promotional campaign, under the guiding hand of Steve Sohmer, vice president of NBC Entertainment.

One spot, for example, suggests that a new NBC offering for this fall, *Manimal*, about a man who changes himself into various animals to fight criminals, will make mincemeat out of the popular *Dallas* in the ratings next season. As currently scheduled, the two programs will go head-to-head on Friday at 9 p.m.

The *Manimal* promo opens with a message reading, "A warning to the people of Dallas," and then cuts to a J.R. Ewing look-a-like floating in a swimming pool and assuring his mother in a telephone conversation that "it looks like we got Friday night wrapped up this year." The camera then cuts to a shark fin that suddenly appears in the pool as a voice-over repeats, "*Manimal* is coming, *Manimal* is coming." Then it cuts back to J.R., who before being pulled under water is heard shouting, "Mama, help! Somebody help!"

Other NBC promos take on such long-running shows as *Happy Days* and *Love Boat*. NBC is not alone in taking shots at the competition. One promo on ABC for a new show entitled *Just Our Luck*, about a "hip" genie and his klutzy weatherman master, turns Mr. T of NBC's *A Team* into a dwarf.

By and large, however, ABC and CBS are promoting what they see as the positive themes. ABC, with its "That Special Feeling" campaign, has presented itself this summer as the wholesome, happy, family-oriented network, with, as examples, spots featuring a boy and his puppy nestled in front of the tube or a little girl and her grandpa having a sandwich while watching an ABC program.

Roy Polevoy, vice president, on-air promotion at ABC, said that his network's promotional campaign this year is divided into three stages, starting with a "generic phase where we created a framework for the theme, 'That Special Feeling.' " Those spots featured, as background, the voice of Maureen McGovern singing a song highlighting that theme. The second phase, which has about run its course, features spots designed to introduce the characters of the new shows, such as the Shabu spots. The third stage will feature mostly clips from series episodes. "That's where we specifically sell the shows," said Polevoy.

Morton J. Pollack, vice president, advertising and promotion, CBS Entertainment, compared this year's "We've Got the Touch" promotional theme with the perennial "Coke Is It" theme used by Coca-Cola. "Coke has something like a 45% share of the soft drink market," explained Pollack. "They are by far and away the leader and don't see the need to knock the competition in print or on the air." CBS has led the prime time ratings race over the last four years. "When you're number one, you promote in a positive way," said Pollack. "Perhaps if we were in third place we might try doing something similar to NBC to get noticed."

And NBC's Sohmer confirms that the network indeed will do just that—but only when the time is right. And research indicates, he said, that perhaps a week in advance of premiere date is the best time to start topically promoting a series. "Our research indicates that our campaign is working," said Sohmer. "And I'll continue with what I've been doing."

Advertising agencies are pleased by the prospects of a competitive 1983-84 prime time season. With no strikes looming, notes Philip Guarascio, senior vice president, director of media management, Benton & Bowles Inc., "the three networks are getting off to the first clean start they've had in a while." And from a ratings standpoint, said Guarascio, that means that as the season progresses the networks' performance can be evaluated "purely on a competitive basis without any uncontrollable factors getting in the way."

There is a sense, he said, at least within the advertising community, that the coming season will "absolutely be more competitive."

NBC is perhaps largely responsible for the new competitive situation, having, over the past year, put together a program lineup consisting of a number of shows that have been widely praised for their quality and ability to attract desirable demographics. The network is in second place in the summer prime time ratings race, and many expect NBC to make a three-network race out of the prime time competition this fall.

To position itself for the fall season NBC will be airing eight specials and eight new episodes of new and returning programs.

Of the eight series that will be stunted, three are new offerings: *We Got it Made*, which will debut Thursday Sept. 8 (9-9:30); *Mr. Smith*, Friday, Sept. 23 (8-9), and *For Love and Honor*, Friday, Sept. 23 (9-11).

The five returning series that will premiere before the start of the season include *Real People*, Wednesday, Sept. 14 (8-9:30); *First Camera* (formerly *Monitor*), Sunday, Sept. 14 (7-8); *A Team*, Tuesday, Sept. 20 (8-9); *Remington Steele*, Tuesday, Sept. 20 (9-11), and *The Facts of Life*, Wednesday, Sept. 21 (9-10).

Series debuting during premiere week include *Boone* (new), Monday, Sept. 26 (8-9); *Family Ties*, Sept. 28 (9:30-10); *Gimme a Break*, Thursday, Sept. 29 (8-8:30); *Mama's Family*, Thursday, Sept. 29 (8:30-9); *Cheers*, Thursday Sept., 29 (9:30-10); *Manimal* (new), Friday, Sept. 30, (8:30-10); *Diff'rent Strokes*, Saturday, Oct. 1 (8-8:30); *The Rousters* (new), Saturday, Oct. 1 (10-11); *The Yellow Rose* (new), Saturday, Oct. 1 (10-11), and *Knight Rider*, Sunday, Oct. 2 (8-10).

Series debuting after premiere week include *Hill Street Blues*, Thursday Oct. 13 (10-11); *Silver Spoons*, Saturday, Oct. 15 (8:30-9); *Jennifer Slept Here* (new), Friday Oct. 21 (8:30-9); *Bay City Blues* (new), Tuesday, Oct. 25 (10-11), and *St. Elsewhere*, Wednesday, Oct. 26 (10-11).

Additional specials include a new edition of *TV Censored Bloopers*, Sunday, Oct. 2 (10-11); a two-hour live special edition of *The Tonight Show Starring Johnny Carson* in prime time which marks Carson's 21st anniversary as host of the late night program, Monday, Oct. 3 (9-11); baseball playoff and World Series action in October; a made-for-TV movie, *Adam*, starring Daniel J. Travanti of *Hill Street Blues*, Monday, Oct. 10 (9-11); *Coneheads*, based on the characters introduced on *Saturday Night Live*, Friday, Oct. 14 (8:30-9), and *High School U.S.A*, featuring child stars of the 1950's and 60's, Sunday, Oct. 16 (9-11). ☐

Network satellite roundup

Listed below are major networks along with the name of the satellite and transponder they use as well as an affiliate count (in some cases, an approximate number). ABC, CBS and NBC are in the process of converting their affiliates from land line to satellite delivery.

Network	Satellite and transponder	Affiliates
ABC Radio Networks[1][*] Talkradio (2 systems)	Satcom I-R, 23 Satcom I-R, 23 & Westar III, 4	1,850 (combined)
Associated Press Radio	Westar III, 1	1,132
CNN Radio Network	Satcom III-R, 14	65
CBS Radio Network[2] RadioRadio	Satcom I-R, 19 Satcom I-R, 19	520 (combined)
Music Country Network	Westar III, 1	98
Mutual	Westar IV, ID and 2D	850
National Black Network[3]	Westar I[4]	106
NBC Radio Network[5] The Source Talknet (2 systems)	Satcom I-R, 19 Satcom I-R, 19 Satcom I-R, 19 & Westar III, 1	675 (combined)
National Public Radio	Westar IV, ID and 2D	281
RKO Radio Networks[6] (One and Two)	Westar III, 1 and 4	400 (combined)
Satellite Music Network[7]	Satcom III-R, 3	241 (combined)
Sheridan Broadcasting Network	Satcom IV, 4	89 of 115[8]
Transtar Network	Westar III, 2	77
UPI Radio Network[9]	Westar III, 1	1,130
Wall Street Journal Report	Westar III, 1	80

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[1] Contemporary, Direction, Entertainment, FM Information, Rock.
[*] ABC plans to have all network programing delivered to all affiliates via satellite by Dec. 25. Talkradio to be available totally on Satcom system by next year.
[2] CBS plans to have all programs delivered via satellite by Jan. 1.
[3] Service to Atlanta, Chicago, Dallas, Los Angeles and San Francisco.
[4] NBN plans to announce full satellite-distribution plans via the Westar system by year's end.
[5] NBC plans to have all programs delivered via satellite by Dec. 15. It will switch Talknet to Satcom system in mid-1984.
[6] RKO plans to switch to Satcom I-R, 19 on Oct. 1.
[7] Starstation, Country Coast-to-Coast, Stardust.
[8] 89 of 115 which are receiving programing via satellite.
[9] UPI plans to be totally satellite delivered by year's end.

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port a large number of affiliates signing up in recent weeks (after less than enthusiastic response at the beginning of the year), including many major market stations, notes NBC Radio President Michael Eskridge. All three networks plan to pull down their land lines by the end of the year (see chart on page 44).

The RKO Radio Networks is joining the digital revolution with its plans to switch affiliates in the top 300 markets from Westar III, which delivers programing in analog form, to Satcom I-R on Oct. 1.

The variety of programing possibilities afforded by satellite transmission has led to an influx of programing creativity as networks and program services cater to ever-increasing listener demand. ☐

The business of radio: improvement in the air

Spot is picking up the pace, with increases over a year ago; reps see '83 finishing 10% ahead

Spot radio business, approaching 1983's three-quarter pole, is moving at a faster clip than it was a year ago—which in itself is no cause for wild jubilation. At this point a year ago, sales were sloppy, at most 6%-8% ahead of the 1981 pace (though 1981 was a tough mark to shoot at, up an estimated 16% on top of a 15% increase in 1980.)

This year's advance on the whole amounts to only three or four percentage points more than at this time in 1982—or so it had seemed until late last week, when July figures emerged showing a big monthly gain that lifted the year-to-date advance up to the 14% level (see box, page 52). Even before that, however, most radio station reps and other close followers of spot activity had seemed optimistic, more cheerful or anyway, a lot less gloomy, than they seemed a year ago. As Ken Swetz, president of Katz Radio, put it, "National spot radio has been through a tough 18 months, but I think we're making the turn."

Reps disagree among themselves on exactly where the turn will take spot radio for the full year 1983, but the consensus seems to be that it'll be somewhere around 10% above 1982 (which was about 7% above 1981). That projection assumes business will keep moving as it has moved thus far, but most reps seem willing to accept those odds. Despite a slowdown in July and August, they say the third quarter has perked up and the outlook for the rest of the year is promising. Some say the 10% figure could be improved by a point or two if the economic recovery stays on track and interest rates remain stable.

Jerry Feniger, who took over as managing director of the Station Representatives Association when M.S. Kellner retired at the end of June, points out that spot radio sales through reps increased 10% in the first half of 1983, compared with the first half of 1982. The estimates are based on figures compiled regularly by Radio Expenditures Reports from 15 leading rep firms and are regarded as the best gauge available since the FCC stopped collecting financial data in 1980 (see chart page 52).

Feniger and individual reps also emphasize, however, that there were major differences in the way the 10% average increase was shared. Spot business placed on stations in the top 10 markets, for instance, increased by 9.5% over last year. In markets 11 through 25 the increase was almost as good, 9.1%, but in markets 26 through 50 it was far less: 3.3%.

This means, of course, as was pointed out by Rich White, executive vice president of Major Market Radio, that stations in markets smaller than the 50th had, as a group, increases larger than 10%—probably, White speculated, primarily through participation in reps' nonwired networks. Arithmetic says the average increase was 18.1%.

John Boden, president of Blair Radio, cites the RER figures to show that the top 10 markets "do very, very well," accounting for 52.3% of all national spot expenditures in the top 50 markets. "We estimate," Boden said, "that the top 10 markets account for 38% to 40% of *all* national spot expenditures."

The top 10 had some healthy first-half increases, along with some lesser ones. Houston was up 21.0%, Los Angeles 19.6%, New York 15.4%, San Francisco 11.8%, Dallas-Fort Worth 8.4%, Detroit 6.5%, Philadelphia 3.7%, Boston 2.0% and Chicago 1.3%. Washington was the only top 10 market with a decline: It slipped 2.5%.

While the top 10 markets accounted for 52.3% of all the spot dollars going into the top 50 markets, the next 15 markets—from 11th through 25th—represented 28.7%, according to RER, and the next 25 markets, from 26th through 50th, 19.0%. Thus the top half of the top 50 got more than four-fifths of the business and the bottom half got less than one-fifth.

Market size is not the only variant. Geography, weather and especially local economic conditions also play a part—not always consistently—in the allocation of spot budgets. Generally, reps tended to say that spot business has been better in the Sun Belt and less impressive in colder markets, but there were exceptions.

There have been variations, too, in performance of the leading buying centers. Of 12, through which the business was placed, as tracked by the RER figures, six handled somewhat less in the first six months this year than in the same period last year, five handled somewhat more and one was on the nose with last year's performance (Boston, 2.4% each year).

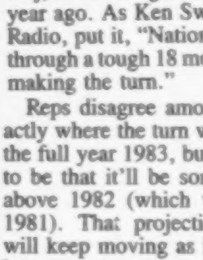
Only one of the increases amounted to more than one percentage point. New York, which accounted for 33.2% in the first half of 1982, accounted for 34.6% through June of this year, according to RER. Dallas-Fort Worth was up from 7.5% to 8.1%, San Francisco from 3.7% to 4.7%, Philadelphia from 2.5% to 3.2% and Seattle from 1.0% to 1.6%. On the flat or down side were Los Angeles, from 14.7% to 12.5%, Detroit from 11.1% to 10.0%, Chicago from 9.9% to 9.2%, Atlanta from 6.6% to 6.5%, Minneapolis-St. Paul from 2.6% to 2.5% and St. Louis from 4.8% to 4.7%.

Overall, Katz's Ken Swetz reported, Katz Radio went into the third quarter with sales up about 15% from a year ago, on a comparable-stations basis. "It's probably the best position we've been in during the past year," Swetz said, "and I have my fingers crossed that it'll continue at the same pacing level for the rest of the year. If it does, it can turn a mediocre year into a pretty good year."

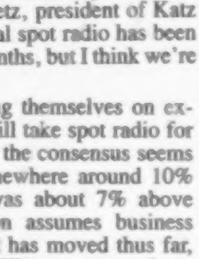
Swetz noted that the two biggest media centers, New York and Los Angeles, which together account for nearly half of all spot business, had a slightly down first half—which can offset big gains in smaller centers, although this year none of those had big gains either. He noted, too, that "local radio has been excellent right through 1983," indicating that the general economy—which he ranks as spot radio's biggest problem—is picking up, and he sees signs that "now the effects are beginning to be seen in national radio as well."

Blair Radio's John Boden said he had found "the first quarter not good but the second quarter pretty good, so we finished the first half up from a year ago." The third quarter "looks pretty good" to him, but he also noted that last year's third "was not very good." The full year, he thinks, "will be a marginal year, not a flag-waving year."

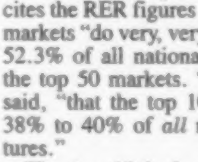
"If it's up 7,8 or 10%," Boden said, "that's really not good enough." He thinks national spot radio has "a perception problem and a



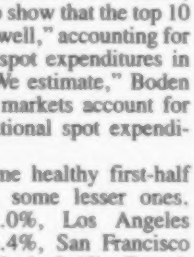
Swetz



White



Boden



Schubert

Spotting spot. Highlighted below are the first six months of national spot radio billings according to Radio Expenditure Reports Inc. (RER) which relies on financial information supplied confidentially by 15 rep firms. The data shows March as the best month with a 13.4% increase over the same period last year while April had the poorest showing, up only 3.1%.

Month	1983	1982	% change
January	$38,143,100	$34,633,900	+10.1
February	44,731,600	41,674,300	+ 7.3
March	53,476,600	47,150,700	+13.4
April	53,181,800	51,576,700	+ 3.1
May	78,281,100	69,546,100	+12.6
June	61,555,200	55,189,900	+11.5

positioning problem," and he said Blair is trying to do something about it and expects to come up with a proposal to the industry in another month or so. Spot radio, he said, "is perceived as cheap"—not a very good sales point by itself when in fact it has many other values that too many advertisers and agencies overlook.

At Eastman Radio, Gerald Schubert, executive vice president and national sales manager, said billings in the first and second quarters fell behind those of last year, but that he sees evidence of renewed activity and a turnaround. "We have had a sustained call for avails over the past three weeks," he said, and the current outlook is for third-quarter gains of 5%-6% over last year's third and for a 7%-8% rise in the fourth quarter.

Schubert projected an 8%-10% gain for spot radio for the full year and said it could reach the 11%-12% range with a strong fourth quarter. Real activity in the automotive category alone, which remains soft, could provide needed momentum to "send us all flying into the fourth quarter" and get 1984 off to a good start, Schubert said, adding that "we think 1984 will be outstanding."

Ralph Guild, whose Interep Co. is becoming the conglomerate of the station rep field, said the Interep firms—McGavren Guild; Weiss & Powell (which recently acquired PRO Radio); Hillier, Newmark, Wechsler & Howard, and Major Market Radio—were up 28 in billings for the first seven months of 1983.

"All our offices are ahead," he said. "Currently, San Francisco is going through the roof for the first time in three years, Boston is recovering well and New York is not sensational but it's growing."

For the full year, Guild thinks spot radio business as a whole will be up 11% or 12% from 1982. "What's starting to pay off is new business development—we have five people who just call on advertisers. We're very optimistic about the rest of this year and 1984."

Rich White, of Interep's Major Market Radio, said MMR's sales had grown 16% through June, in part from acquisition of new stations but especially through growth of its nonwired network business. July was not particularly strong and August looks to be flat, "but projecting from right now," White said, "we'll be 37% ahead for the second half."

Phil Newmark, president of another Interep company—Hillier, Newmark, Wechsler & Howard—reported "dramatic increases" in national business this year. He said much of the growth came through the addition of stations late last year and early this year, but that even on a comparable-stations basis the firm is about 20% ahead of a year ago and expects to be up by that much for the full year.

At Torbet Radio, Executive Vice President Mike Bellantoni said first-half sales were "up considerably more than the industry average," thanks partly to the addition of stations and partly to higher sales. "August is relatively soft," he said, "but except for that, the picture looks strong. Advance billings for September and beyond are running ahead of 1982," he said, "and these advance billings we feel will continue strong through the fourth quarter." He looks for a 9-10% gain for spot radio in 1983.

Bellantoni is even more optimistic about 1984. "Based on our analyses of past increases in presidential election years," he said, "we feel that 1984 will be an excellent year for spot radio—up 15-20%." Aside from the considerable extra dollars in political advertising, he said, presidential election years tend to produce special efforts by the administration in office to see that the economy is strong, with interest rates down, which creates an atmosphere conducive to increased advertising in general.

Charles Columbo, executive vice president of the Christal Co., expects spot radio as a whole to be up perhaps 13-14% this year—and says that "we're up more than that." He said August will come out ahead for Christal and that September and October "are pacing a little bit ahead" of last year's bookings for those months. "Most of us," he said, "expect a good last quarter."

Columbo said automotive advertising is down; foreign car manufacturers are spending more, but U.S. makers are spending less. Airline advertising, he said, "is really mixed, depending on the markets and routes involved" but as a category has been coming back. The oils, too, are coming back and showing promise of "becoming a real category again." Wines also are among the categories showing spot radio increases.

Lou Faust, president of Selcom Radio, said May was the biggest billing month in his firm's history, and July was the second biggest. "The areas we're heavy in— South, Southwest and West—are going strong," he asserted.

Faust said that he expects 1983 "to end up very good, up by 10-12%," and that "we're well ahead of that because of our growth." Currently, he said, Selcom is 30% ahead of the same period in 1982, and on a comparable-stations basis is 20% ahead.

Jack Masla, president of Jack Masla & Co., said there was "a low in new business placements from about the third week in June until the end of July, all over the country," but then a turnaround began and seems to be continuing.

It's difficult to forecast, he said, when lead-times are down to one week and campaigns are shortened to four weeks. But he ventured, on the strength of currently improving business, that the fourth quarter would probably exceed last year's fourth by 7.5% to 8% and that the full year would come out about 9% ahead. His own firm's increase will be higher than that, he said, "because we acquired stations."

Taking a broader view, leaders of the Radio Avertising Bureau stressed the opportunities for all of radio, in both specific and general terms.

Miles David, vice chairman and chief executive, cited financial services and retailers as particuarly promising fields for sales development.

William L. Stakelin, president and chief operating officer, emphasized that "the future for radio is *now*, because today's opportunities for the radio broadcaster are greater than at any other time in our history."

David projected 1983 radio revenue growth at about 10%, possibly rising to 11% or more if the midsummer uptick in the prime interest rate proves to be temporary but possibly lower if the rate continues to increase, having "a negative effect on housing and all of the other businesses it stimulates, from furniture to banking."

David, like the reps, emphasized that the year's increase will not be shared by all sta-

July jubilation. The best news yet on 1983 national spot radio business came last week: The word from Radio Expenditures Reports, which compiles monthly billings figures from 15 leading radio station rep firms, that July billings soared 40.8% above July 1982 giving a rosier cast to this year's outlook.

It was easily the biggest monthly gain this year; the closest prior approach was 13.4% in March 1983. July has become 1983's second biggest billings month thus far: $67,635,800, exceeded only by $78,281,100 in May (see separate table).

July's 40.8% rise dwarfed the 8.3% increase recorded for July 1982. And this year's July dollars were enough to bring the year-to-date gain—which was 10% through June—up to 14.1% for the first seven months of 1983, or twice the rate gain (7%) for the same period of 1982. Year-to-date dollars through July: $396,869,600 in 1983 vs. $347,799,300 last year.

Guild

Newmark

Bellantoni

Colombo

Faust

Masla

David

Stakelin

tions; there are always some that don't get their part. "Some sections of the country are far behind others in the business turnaround," he said. "There is no consistency in growth across the country by category of station. A big factor in any market is the mix of industry—whether there is a high dependency on smoke-stack businesses that are coming back slower."

Financial services, David said, present "a substantial opportunity" for radio sales development. "Because of deregulation, traditional boundary lines in financial services have been virtually erased," he said, noting that Sears, Roebuck has become "a financial supermarket" and that American Express has similarly expanded. These, he said, are just two of "several large companies now offering financial services which you once had to go to several places to obtain."

What's more, he continued, "this national development will impact locally," as "banks and savings and loans, as well as local stock brokerage firms, will have to increase advertising budgets to compete." With more deregulation almost certain in the financial field, "it's a great opportunity for radio because we are an excellent medium for financial services—which are already the number-two category for many stations."

Retailing, David said, is "another continuing growth area" for radio, not only through co-op advertising—which sometimes represents up to one-half of some firms' budgets—but also in development of major campaigns outside of co-op.

He detected a trend toward "parity in audience size," in which "the distance between the top station and the bottom station in individual formats is narrowing and will get narrower in the future. That doesn't mean there won't be standout runaway winners, but it does seem likely that there will be fewer cases where one station is dominant.

"This is because of increased competition and increased willingness on the part of more ownerships to spend heavily for audience promotion. The stations which stand out in bottom line success will be those which market most successfully. That means sales development, such as among major retailers, in search of major budgets. Well-conceived plans for the use of the station—or groups of stations—will really produce sales for the retailers and enlarge radio budgets."

RAB President Stakelin said that "no other mass medium is more an integral part of the American life style than radio."

The business opportunities, Stakelin said, "are equally as great." Increased listenership coupled with (a) rapidly rising TV costs, (b) rapidly declining newspaper circulation, (c) fragmentation of the video world with the coming of the age of cable and the great increase in sale of video games and recorders, among other things . . . send the clear signal that the future for radio is now—today."

Stakelin said that "cost-conscious advertisers are frantically searching for alternative solutions" and that "the answer keeps coming up radio," as "every person continues to allocate a major portion of his time to listening to radio."

He noted that magazines have followed radio's lead in targeting specific life style audiences and said that "even the newspapers are now trying to get in on the act by convincing the advertiser that they can now target.

"In essence, they're saying what radio has been saying for years: Can you really afford the shotgun approach to media? Or should you take time to determine your needs and target for results?

"It's exciting to see so many folk in other forms of media returning to the basics and in essence saying, 'Radio's way is right, and has been all along.' " ☐

The business of radio: networks

Sales are sky high, as is programing and land lines give way to satellites

Satellite technology, which contains timeliness and, especially for FM outlets, a transmission quality superior to that of landlines, coupled with a heady sales pace that began during the second half of 1982 and still shows no sign of abating, have made the near-term future of network radio look, in the words of one executive, "extremely promising."

Talk of an industry shakeout, which prevailed throughout most of last year, and was the result of the launching of a handful of new networks in late 1981-82, has all but died out. And for good reason: No new (or existing) network radio players have gone under in the last year, and the consensus is that those currently in the arena will survive. Not only that, 1983 has seen a new trend the entry, either for the first time or after an extended absence, of a number of new radio network advertisers that have absorbed a good deal of the added inventory created by the newer players.

In fact, the response of advertisers to the new marketplace has been so positive that the birth of yet more networks, or program services, depending on definitions, is almost certain. Mutual Radio is understood to be on the verge of deciding whether or not to launch a youth-oriented programing service. And John Tyler, chairman and founder of Satellite Music Network, told BROADCASTING last week that he is "reasonably sure" that SMN will spawn a fourth network service in 1984 (contemporary hit). Terry Robinson, a partner in the Colorado Springs-based group owner, Sunbelt Communications Ltd. (two AM's and three FM's), which launched the adult contemporary Transtar network in February 1982, also reports network expansion plans. In 1984, he said, there is a "high probability" that Transtar will begin a country network. And later this year, said Robinson, the company may announce plans for yet another network for which the research and development began about two years ago. He would not describe the format, except to claim that "there is nothing quite like it out there now."

Industry executives also report that the trend toward long-form programing—both live events and studio-produced specials—will undoubtedly gain momentum with the proliferation of satellite reception. And in some cases, networks will be offering affiliates many more hours of election and Olympic coverage to be fed simultaneously with the usual network program material, an impossibility with landline feeds.

Riding on the momentum that began in the second half of 1982, radio networks have posted more than a 24% increase in sales the first six months of this year. And those revenues, according to the Radio Network Association, equal those generated for all of 1979, which the Radio Advertising Bureau estimated to be $135 million.

On a monthly basis, the first six months of spent to launch and operate Transtar since it went on the air in February 1982, and while the network is not yet profitable, Robinson says "we are surpassing our projections" for 1983. In fact, business has been so good, he reports, that the network should be in the black in 1984, "certainly within the first six months." Ultimately, said Robinson, the goal is that Transtar be competitive with the major radio networks. "It will take us awhile," he admits.

Until quite recently, CNN Radio was little more than CNN Headline News without the video. On Aug. 1, however, a one-hour live newscast, produced by CNN Radio's own editorial staff was introduced to the program mix and is aired daily from 5 a.m. to 6 a.m. And on Aug. 15, the radio news team began producing its own 10-minute newscasts which are heard at the top and bottom of each hour from 6 a.m. to noon. And in September, CNN Radio will add a number of sister network CNN's regular features to its program lineup, including *Moneyline* and *Crossfire*, with Tom Braden and Pat Buchanan, during the week, and a handful of other features on the weekends. Those added features "round out the sound of the program," said Bob Pates, who is in charge of the radio network. "We've fixed the important part of the program day," he said, adding that the next objective would be to liven up afternoon drive.

CNN Radio now has 83 affiliates, up from just 25 a year ago, and the network expects to have 100 signed by the end of September. "And we're making inroads in the major markets," said Pates, noting that stations in Detroit, Atlanta, Seattle and Tampa, Fla., take at least some CNN Radio programing. And within the next month to 45 days, Pates expects to close affiliation deals in Boston, Cleveland, St. Louis, Miami, Houston and Minneapolis.

Revenue for CNN Radio is expected to total about $650,000 by the end of this year (although total sales will pass $1.5 million, which includes commitments for future contract fees). That's up from $350,000 in 1982. The network has just signed Christal Co. as a national representative, and revenues from station fees and advertising fees and advertising sales in 1984 should total $3 million.

The *Wall Street Journal Report*, an audio broadcast service of Dow Jones which has been in operation since late 1980, offers its 80 affiliates 18 two-minute business and financial news reports each weekday—six of which are nationally sponsored. Among the major advertisers for the program this year are: Shearson/American Express, American Express Corp., Westin Hotels, Hertz and Allied Van Lines. "Most of our advertisers are nonradio accounts," said Robert Rush, director of broadcast services for Dow Jones. "We are in more direct competition with the business publications than with the traditional radio networks."

The UPI Radio Network reports adding 25 affiliates or so this year. And starting this friday (Sept. 2), the network will add two additional features to its programing lineup—*Parenting*, written and hosted by Dr. Lee Salk, and *Legal Briefs*, by los Angeles attorney Jeff Klein.

The Associated Press Radio Network now has a new name—AP Network News. And it also has 46 new affiliates this year, bringing the total to 1,132 affiliated stations. AP Radio recently introduced the *Ed Busch Talk Show*, a four-hour syndicated program service offered to stations via the AP satellite distribution system on Saturdays and Sundays at 4 p.m. And Roy Steinfort, vice president and director of broadcast services, AP Radio, told BROADCASTING that other radio program services will be introduced in the future. "AP is under increasing pressure to develop nontraditional forms of revenue," he said.

The first of those that AP Radio became involved with is the Music Country Radio Network, a joint venture with WSM Inc., which is a nightly 10-hour (eight hours live) program of country music and interviews that went on the air in April 1982. It is distributed via the AP satellite system to 98 affiliates. AP Radio is responsible for marketing, promotion and affiliations and WSM Inc. produces the show. Christal sells the program nationally. The network hasn't been a big revenue producer, and has been dropped by 30 affiliates who originally signed on. "We couldn't really get a handle on what the revenues would be," said Steinfort. "Christal and WSM thought [the revenue picture] would be better." In any event, he adds, AP radio views its involvement with the country program service as "part of the learning process" a company goes through to understand the radio networking and program service business. ☐

Ratings Leader: Adult contemporary

Top 40 and album rock finish neck and neck in second, followed by country and easy listening/beautiful

An analysis of BROADCASTING's annual survey of the top 10 stations (including AM-FM combinations) in the top 50 markets shows adult contemporary, airing on more than 90 stations, emerging as the most popular format.

In a virtual tie for second are top 40 and album-oriented rock, although in recent weeks the radio industry has seen a resurgence in top 40 with many AOR stations switching (BROADCASTING, Aug. 15). Rounding out the top five are country and easy listening/beautiful.

The survey is based on Arbitron Radio's spring 1983 metro rankings (total persons 12-plus, average quarter hour, Monday to Sunday, 6 a.m. to midnight). Format listings, which reflect the spring rating period

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1. New York

1.	WBLS(FM)	urban contemp.	137,600
2.	WOR(AM)	talk	136,800
3.	WKTU(FM)	urban contemp.	128,900
4.	WRFM(FM)	easy listening/btfl. music	127,700
5.	WINS(AM)	news	125,900
6.	WYNY(FM)	adult contemp.	120,300
7.	WRKS-FM	urban contemp.	117,700
8.	WCBS(AM)	news	113,500
9.	WPLJ(FM)	AOR	107,400
10.	WPAT-FM	easy listening/btfl. music	100,100

2. Los Angeles

1.	KABC(AM)	talk	111,700
2.	KBIG(FM)	easy listening/btfl. music	89,700
3.	KIIS-FM	top 40	88,100
4.	KROQ-FM	AOR	64,700
5.	KLOS(FM)	AOR	60,700
6.	KJOI(FM)	easy listening/btfl. music	59,900
7.	KFWB(AM)	news	50,700
8.	KMET(FM)	AOR	47,000
9.	KNX(AM)	news	45,700
10.	KRTH(FM)	adult contemp.	44,700

3. Chicago

1.	WGN(AM)	MOR/talk/information	106,000
2.	WLOO(FM)	easy listening/btfl. music	65,400
3.	WGCI(FM)	urban contemp.	62,100
4.	WBBM(AM)	news	61,600
5.	WBBM-FM	top 40	54,000
6.	WIND(AM)	talk/information	52,900
7.	WBMX(FM)	black contemp.	52,500
8.	WLS(AM)	top 40	50,300
9.	WCLR(FM)	soft contemp.	45,700
10.	WLS-FM	top 40	44,100

4. San Francisco

1.	KGO(AM)	talk	69,900
2.	KCBS(AM)	news	41,600
3.	KFRC(AM)	top 40	34,000
4.	KSAN-FM	country	33,300
5.	KNBR(AM)	adult contemp.	29,400
6.	KSFO(AM)	MOR	26,100
7.	KABL-FM	easy listening/btfl. music	25,800
	KYUU-FM	adult contemp.	25,800
9.	KIOI(FM)	adult contemp.	25,500
10.	KSOL(FM)	black contemp.	25,100

5. Philadelphia

1.	KYW(AM)	news	63,300
2.	WEAZ(FM)	easy listening, btfl. music	56,300
3.	WUSL(FM)	urban contemp.	50,100
4.	WPEN(AM)	nostalgia	48,500
5.	WMGK(FM)	soft contemp.	46,500
6.	WCAU-FM	top 40	42,900
7.	WDAS-FM	black contemp.	42,400
8.	WCAU(AM)	variety/news/talk	37,300
9.	WIOQ(AM)	AOR/adult contemp.	35,600
10.	WYSP(FM)	AOR	35,500

6. Detroit

1.	WJR(AM)	MOR	58,000
2.	WJOI-FM	easy listening/btfl. music	46,200
3.	WDRQ(FM)	urban contemp.	41,700
4.	WRIF(FM)	AOR	40,600
5.	WXYZ(AM)	news/talk	36,500
6.	WLLZ(FM)	AOR	35,900
7.	WWJ(AM)	news	32,000
8.	WJLB(FM)	black contemp.	31,300
9.	WNIC-FM	soft contemp.	30,900
10.	WHYT-FM	top 40	29,700

7. Boston

1.	WBZ(AM)	adult contemp./talk	54,100
2.	WHDH(AM)	adult contemp./talk	47,500
3.	WHTT-FM	top 40	38,400
4.	WBCN(FM)	AOR	36,300
5.	WXKS-FM	adult contemp.	31,800
6.	WCOZ(FM)	AOR	26,800
7.	WEEI(AM)	news	24,600
8.	WROR(FM)	adult contemp./oldies	22,100
9.	WMJX(FM)	soft contemp.	21,100
10.	WJIB(FM)	easy listening/btfl. music	20,800

8. Houston-Galveston

1.	KODA(FM)	easy listening/btfl. music	38,900
2.	KSRR(FM)	AOR	37,800
3.	KIKK-FM	country	37,300
4.	KMJQ(FM)	urban contemp./jazz	35,800
5.	KILT-FM	country	31,100
6.	KFMK(FM)	adult contemp.	30,900
7.	KQUE(FM)	MOR/nostalgia	28,000
8.	KKBQ-FM	top 40	27,500
9.	KLOL(FM)	AOR	25,400
	KRBE(FM)	adult contemp.	25,400

9. Washington

1.	WKYS(FM)	urban contemp.	52,200
2.	WRQX-FM	top 40	38,000
3.	WMAL(AM)	MOR	36,200
4.	WGAY-FM	easy listening/btfl. music	33,000
5.	WHUR-FM	black contemp.	28,500
6.	WLTT(FM)	soft contemp.	23,900
7.	WRC(AM)	news/talk	22,400
8.	WMZQ(FM)	country	20,400
9.	WPKX-AM-FM	country	19,600
10.	WGMS-AM-FM	classical	18,900

10. Dallas-Fort Worth

1.	KVIL-FM	MOR	35,900
2.	KSCS(FM)	country	34,600
3.	KMEZ(FM)	easy listening/btfl. music	31,100
4.	KRLD(AM)	news/sports	30,500
5.	WBAP(AM)	country	28,000
6.	KPLX(FM)	country	27,900
7.	KKDA-FM	urban contemp.	26,200
8.	KEGL(FM)	AOR	25,300
9.	KZEW(FM)	AOR	23,500
10.	KAFM(FM)	top 40	20,900

11. Miami-Fort Lauderdale

1.	WHYI(FM)	top 40	40,600
2.	WLYF(FM)	easy listening/btfl. music	37,200
3.	WQBA(AM)	Spanish	34,100
4.	WINZ-FM	top 40	28,700
5.	WNWS(AM)	news/talk	20,900
6.	WIOD(AM)	MOR/talk	20,400
7.	WEDR(FM)	urban contemp.	20,200
8.	WAXY(FM)	adult contemp./oldies	18,800

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Contact: Marc Marion, Director of Syndication
Music Magazine Foundation (215) 735-2400

9.	WYOR(FM)	soft contemp.	18,600
10.	WINZ(AM)	news	18,500

12. Nassau-Suffolk, N.Y.

1.	WBLI(FM)	top 40	273,000
2.	WCBS(AM)	news	206,000
3.	WAPP(FM)	AOR	197,000
4.	WNBC(AM)	adult contemp.	187,000
5.	WYNY(FM)	adult contemp.	173,000
6.	WALK-AM-FM	MOR	171,000
7.	WRFM(FM)	easy listening/btfl. music	166,000
8.	WOR(AM)	talk	164,000
9.	WINS(AM)	news	148,000
10.	WPIX-FM	adult contemp.	142,000

13. St. Louis

1.	KMOX(AM)	variety	78,300
2.	KHTR(FM)	top 40	39,500
3.	KEZK(FM)	easy listening/btfl. music	26,100
4.	KMJM(FM)	urban contemp.	25,300
5.	WIL-FM	country	23,100
6.	KSD-FM	adult contemp.	21,700
7.	KSHE(FM)	AOR	20,700
8.	KWK-AM-FM	AOR	20,400
9.	WRTH(AM)	nostalgia	17,900
10.	KSD(AM)	country	16,300

14. Pittsburgh

1.	KDKA(AM)	variety	60,600
2.	WBZZ(FM)	top 40	26,100
3.	WDVE(FM)	AOR	24,300
4.	WWSW-FM	soft contemp.	22,100
5.	WTAE(AM)	adult contemp.	20,800
6.	WAMO-FM	black contemp.	19,700
7.	WSHH(FM)	easy listening/btfl. music	19,400
8.	WHTX(FM)	top 40	16,900
	WPNT(FM)	easy listening/btfl. music	16,900
10.	WJAS(AM)	nostalgia	15,800

15. Baltimore

1.	WXYV(FM)	urban contemp.	29,800
2.	WBAL(AM)	adult contemp.	29,100
3.	WBSB(FM)	top 40	28,400
4.	WIYY(FM)	AOR	24,900
5.	WLIF(FM)	easy listening/btfl. music	23,500
6.	WPOC(FM)	country	21,100
7.	WFBR(AM)	adult contemp.	19,500
8.	WITH(AM)	nostalgia	16,600
9.	WWIN(AM)	black contemp.	15,400
10.	WCAO(AM)	country	14,700

16. Seattle-Everett-Takoma

1.	KIRO(AM)	news/talk	26,800
2.	KBRD(FM)	btfl. music	19,100
3.	KSEA(FM)	btfl. music	18,000
4.	KUBE(FM)	top 40	16,500
5.	KOMO(AM)	adult contemp.	16,100
6.	KISW(FM)	AOR	15,000
7.	KZOK-FM	AOR	14,800
8.	KIXI(AM)	nostalgia	13,700
9.	KMPS-FM	country	12,700
10.	KING-FM	classical	11,900

17. Minneapolis-St. Paul

1.	WCCO(AM)	variety	65,100
2.	WLOL(FM)	top 40	34,900
3.	KSTP-FM	adult contemp.	32,700
4.	WAYL(FM)	btfl. music	23,300
5.	KEEY-FM	country	20,700
6.	KDWB-FM	AOR	18,300
7.	KGLD(AM)-KQRS-FM	nostalgia/AOR	18,000
8.	WDGY(AM)	country	14,800
9.	KSTP(AM)	news/talk	11,900
10.	WCCO-FM	adult contemp.	10,100

18. Atlanta

1.	WVEE(FM)	urban contemp.	31,100
2.	WKHX(FM)	country	30,000
3.	WZGC(FM)	top 40	29,900
4.	WQXI-FM	adult contemp.	29,000
5.	WSB(AM)	adult contemp./talk	28,200
6.	WPCH(FM)	btfl. music	26,500
7.	WKLS-FM	AOR	22,000
8.	WSB-FM	soft contemp.	17,100
9.	WAOK(AM)	black contemp.	11,200
10.	WRMM(FM)	soft contemp.	10,500

19. Anaheim-Santa Ana-Grdn Grv, Calif.

1.	KBIG(FM)	btfl. music	22,500
2.	KIIS(FM)	top 40	22,300
3.	KABC(AM)	talk	17,000
4.	KJOI(FM)	btfl. music	9,600
5.	KFWB(AM)	news	8,100
6.	KFI(AM)	adult contemp.	7,400
7.	KWIZ(FM)	adult contemp./MOR	7,100
8.	KIQQ(FM)	top 40	7,000
9.	KIKF(FM)	country	5,800
10.	KHTZ(FM)	top 40	4,200

20. San Diego

1.	KJQY(FM)	btfl: music	25,800
2.	KFMB(AM)	adult contemp./oldies	25,200
3.	KGB-FM	AOR	17,000
4.	KYXY(FM)	adult contemp./oldies	16,200
5.	KFMB-FM	soft contemp.	15,800
6.	KPRI(FM)	AOR	13,200
7.	KSDO(AM)	news/talk	11,900
8.	KBZT(FM)	adult contemp.	11,800
9.	KSDO-FM	adult contemp.	10,700
10.	KFSD-FM	classical	8,700

21. Cleveland

1.	WMMS(FM)	AOR	22,800
2.	WGCL(FM)	top 40	20,300
3.	WQAL(FM)	btfl. music	20,200
4.	WDOK(FM)	btfl. music	19,900
5.	WBBG(AM)	nostalgia	18,100
6.	WMJI(FM)	oldies/soft contemp.	15,800
7.	WDMT(FM)	urban contemp.	14,700
8.	WWWE(AM)	country	12,900
9.	WKSW(FM)	country	12,400
	WZAK(FM)	urban contemp.	12,400

22. Tampa-St. Petersburg, Fla.

1.	WWBA-FM	btfl. music	37,500
2.	WRBQ(FM)	top 40	34,400
3.	WQYK-FM	country	21,700
4.	WDAE(AM)	nostalgia	16,800
5.	WYNF(FM)	AOR	15,100
6.	WSUN(AM)	country	14,200
7.	WIQI(FM)	adult contemp.	12,700
8.	WTMP(AM)	urban contemp.	10,900
9.	WMGG(FM)	adult contemp.	10,700
10.	WFLA(AM)	adult contemp.	9,600

23. Denver-Boulder

1.	KOSI-FM	btfl. music	24,100
2.	KBPI(FM)	AOR	17,000
3.	KOA(AM)	news/talk	15,400
4.	KYGO(FM)	country	15,200
5.	KAZY(FM)	AOR	14,300
6.	KOAQ(FM)	adult contemp.	13,900
7.	KIMN(AM)	adult contemp.	13,500
8.	KEZW(AM)	nostalgia	12,700
9.	KPPL(FM)	adult contemp.	11,700
10.	KLZ(AM)	country	11,100

24. Phoenix

1.	KDKB(FM)	AOR	23,100
2.	KUPD-FM	top 40/AOR	20,100
3.	KTAR(AM)	news/talk	20,000
4.	KNIX-FM	country	19,100
5.	KKLT(FM)	adult contemp.	17,500
6.	KQYT(FM)	btfl. music	17,400
7.	KMEO-FM	MOR	17,100
8.	KOPA-FM	top 40	13,000
9.	KOOL-FM	oldies	11,500
	KOY(AM)	adult contemp./talk	11,500

25. Milwaukee-Racine

1.	WTMJ(AM)	adult contemp.	27,800
2.	WEZW(FM)	easy listening/btfl. music	18,500
3.	WKTI(FM)	top 40	14,400
4.	WOKY(AM)	nostalgia	14,200
5.	WQFM(FM)	AOR	13,900
6.	WBCS(FM)	country	10,600
	WISN(AM)	adult contemp.	10,600
8.	WLUM-FM	urban contemp./jazz	10,400
	WMIL(FM)	country	10,400
10.	WMYX(FM)	top 40	9,600

26. Providence-Warwick-Pawtucket, R.I.

1.	WLKW-FM	easy listening/btfl. music	28,600
2.	WPRO-FM	top 40	21,300
3.	WHJY(FM)	AOR	19,800
4.	WPRO(AM)	adult contemp.	14,700
5.	WLKW(AM)	nostalgia	11,400
6.	WSNE(FM)	adult contemp.	11,100
7.	WHJJ(AM)	news/talk	10,000
8.	WEAN(AM)	news/talk	9,100
9.	WPJB-FM	adult contemp.	8,200
10.	WMYS(FM)	soft contemp.	8,000

27. Cincinnati

1.	WEBN(FM)	AOR	17,000
	WKRQ(FM)	top 40	17,000
3.	WWEZ(FM)	btfl. music	16,900
4.	WLW(AM)	adult contemp./talk	14,500
5.	WUBE-FM	country	14,400
6.	WCKY(AM)	news/talk	12,600
7.	WLLT(FM)	adult contemp.	12,000
8.	WRRM(FM)	adult contemp.	11,900
9.	WKRC(AM)	adult contemp./talk	10,800
10.	WMLX(AM)	nostalgia	7,300

28. San Jose, Calif.

1.	KSJO(FM)	AOR	14,100
2.	KEZR(FM)	adult contemp.	9,100
3.	KBAY(FM)	btfl. music	8,700
4.	KOME(FM)	AOR	7,100
5.	KEEN(AM)	country	7,000
6.	KWSS(FM)	top 40	6,900
7.	KLOK(AM)	adult contemp.	6,700
8.	KLIV(AM)	nostalgia	4,900
9.	KARA(FM)	top 40/oldies	4,300
10.	KNTA(AM)	Spanish	2,700

29. Kansas City

1.	WDAF(AM)	country	20,700
2.	KBEQ(FM)	top 40	16,300
	KCMO(AM)	news/talk	16,300
4.	KLSI(FM)	adult contemp.	13,300
5.	KFKF(FM)	country	11,600

6.	KYYS(FM)	AOR	11,300
7.	KPRS(FM)	black contemp.	10,800
8.	KCEZ(FM)	btfl. music	10,500
9.	KUDL-FM	adult contemp.	10,000
10.	KMBR(FM)	easy listening/btfl. music	9,300
	KMBZ(AM)	adult contemp./talk	9,300

30. Portland, Ore.

1.	KRCK(FM)	AOR	16,700
2.	KGW(AM)	adult contemp.	13,300
3.	KCNR-FM	top 40	12,600
4.	KUPL-FM	easy listening	11,600
5.	KINK(FM)	AOR	10,600
6.	KEX(AM)	adult contemp./talk	10,500
7.	KXL-FM	easy listening/btfl. music	9,600
8.	KMJK(FM)	contemp. hit	8,500
9.	KGON(FM)	AOR	8,200
10.	KUPL(AM)	nostalgia	7,400

31. Riverside-San Bernadino-Ontario, Calif.

1.	KDUO(FM)	btfl. music	1[illegible],600
2.	KCKC(AM)	country	9,300
3.	KG[illegible]FM)	top 40	8,000
4.	KCAL-FM	AOR	6,400
5.	KQLH(FM)	soft contemp.	5,800
6.	KOLA(FM)	top 40	4,500
7.	KFXM(AM)	top 40	4,100
8.	KBON(FM)	btfl. music	3,500
9.	KDIG(AM)	country	3,400
10.	KNIF(FM)	country	3,100

32. Buffalo

1.	WJYE(FM)	btfl. music	22,800
2.	WBEN(AM)	adult contemp.	18,400
3.	WGR(AM)	adult contemp.	13,600
4.	WKBW(AM)	adult contemp.	13,300
5.	WECK(AM)	nostalgia	11,500
	WYRK(FM)	country	11,500
6.	WBEN-FM	top 40	11,400
7.	WPHD(FM)	AOR	10,600
8.	WBLK-FM	black contemp.	10,100
9.	WBUF(FM)	adult contemp.	8,700

33. New Orleans

1.	WYLD-FM	black contemp.	25,000
2.	WEZB(FM)	top 40	17,400
3.	WAIL(FM)	urban contemp.	16,700
3.	WRNO(FM)	AOR	16,700
4.	WBYU(FM)	btfl. music	15,500
5.	WAJY(FM)	MOR	12,600
6.	WQUE(FM)	adult contemp.	8,800
7.	WNOE-FM	country	8,300
8.	WWL(AM)	news/talk/country	7,700
9.	WSMB(AM)	news/talk	7,300

34. Norfolk-Prtsmth-Nwprt News-Hmptn, Va.

1.	WFOG-FM	btfl. music	20,300
2.	WCMS-FM	country	19,700
3.	WNOR-FM	AOR	16,100
4.	WLTY(FM)	adult contemp./oldies	13,400
5.	WOWI(FM)	black contemp.	13,100
6.	WMYK(FM)	AOR	10,300
7.	WNVZ(FM)	top 40	9,800
8.	WRAP(AM)	black contemp.	8,000
	WWDE-FM	adult contemp.	8,000
9.	WTAR(AM)	adult contemp.	7,000

35. Sacramento, Calif.

1.	KEWT(FM)	btfl. music	14,300
2.	KZAP(FM)	AOR	13,800
3.	KXOA-FM	soft contemp.	12,900
4.	KRAK(AM)	country	11,600
5.	KCTC(FM)	btfl. music	11,300
6.	KAER(FM)	country	11,000
7.	KFBK(AM)	news/talk	9,000
8.	KWOD(FM)	top 40	8,500
9.	KROY-FM	AOR	8,300
	KXOA(AM)	nostalgia	8,300

36. Indianapolis

1.	WIBC(AM)	MOR	24,300
2.	WTLC(FM)	urban contemp.	16,600
3.	WXTZ(FM)	btfl. music	16,500
4.	WZPL(FM)	top 40	16,400
5.	WFBQ(FM)	AOR	15,600
6.	WFMS(FM)	country	14,500
7.	WENS(FM)	adult contemp.	13,200
8.	WIRE(AM)	country	11,100
9.	WNAP(FM)	top 40	9,500
10.	WNDE(AM)	oldies	5,400

37. Columbus

1.	WLVQ(FM)	AOR	19,400
2.	WBNS-FM	btfl. music	16,100
3.	WVKO(AM)	black contemp.	14,000
4.	WTVN(AM)	adult contemp./oldies/talk	13,800
5.	WNCI(FM)	adult contemp.	13,700
6.	WXGT(FM)	top 40	12,600
7.	WSNY-FM	adult contemp.	10,800
8.	WBNS(AM)	adult contemp./oldies/talk	7,800
9.	WRNZ(FM)	country	6,700
10.	WCOL(AM)	MOR	6,300

38. San Antonio, Tex.

1.	KQXT(FM)	btfl. music	17,400
2.	KXZL(FM)	Spanish	14,000
3.	WOAI(AM)	news/talk	12,400
4.	KAJA(FM)	country	12,300
5.	KTSA(AM)	adult contemp.	10,700
6.	KKYX(AM)	country	10,500
7.	KTFM(FM)	top 40	10,300
8.	KISS(FM)	AOR	10,000
	KLLS(FM)	soft contemp.	10,000
9.	KCOR(AM)	Spanish	8,800

39. Hartford-New Britain, Conn.

1.	WTIC(AM)	MOR/talk	30,500
2.	WTIC-FM	top 40	19,300
3.	WRCH-FM	btfl. music	17,900
4.	WHCN(FM)	AOR	9,000
5.	WCCC-FM	AOR	6,800
	WDRC-FM	adult contemp.	6,800
6.	WKSS(FM)	btfl. music	6,700
7.	WRCQ(AM)	nostalgia	5,600
8.	WDRC(AM)	adult contemp.	4,600
9.	WPOP(AM)	news/information	4,500

40. Rochester, N.Y.

1.	WEZO(FM)	btfl. music	18,200
2.	WVOR(FM)	adult contemp.	14,500
3.	WCMF(FM)	AOR	13,500
4.	WHAM(AM)	adult contemp.	11,700
5.	WPXY(FM)	soft contemp.	9,300
6.	WMJQ(FM)	AOR	8,300
7.	WHFM(FM)	top 40	6,900
8.	WNYR(AM)	country	6,700
9.	WPXN(AM)	nostalgia	6,600
10.	WBBF(AM)	news/talk	5,800

41. Memphis

1.	WZXR(FM)	AOR	14,300
2.	WHRK(FM)	urban contemp.	13,000

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4.	WRVR(FM)	adult contemp.	10,900
5.	WGKX(FM)	country	10,600
6.	WDIA(AM)	urban contemp.	9,500
7.	WMC(AM)	country	9,400
8.	KRNB(FM)	black contemp.	9,000
9.	WLOK(AM)	black contemp./gospel	7,000
10.	WREC(AM)	nostalgia	6,700

42. Louisville, Ky.

1.	WLOU(AM)	black contemp.	17,400
2.	WAMZ(FM)	country	15,600
3.	WHAS(AM)	adult contemp./talk	11,400
4.	WVEZ(FM)	btfl. music	11,300
5.	WQMF(FM)	AOR	10,700
6.	WAVG(AM)	adult contemp.	10,200
7.	WRKA(FM)	adult contemp./oldies	9,600
8.	WKJJ-FM	soft contemp.	7,500
9.	WCII(AM)	country	6,200
10.	WLRS(FM)	AOR	6,000

43. Salt Lake City

1.	KSL(AM)	MOR	14,800
2.	KSFI(FM)	btfl. music	14,000
3.	KRSP-FM	AOR	10,200
4.	KCPX-FM	AOR	7,400
5.	KSOP-FM	country	7,300
6.	KALL-FM	top 40	6,800
7.	KISN(FM)	adult contemp.	6,400
8.	KALL(AM)	MOR	6,100
9.	KZAN(FM)	country	5,200
10.	KLUB(AM)	MOR	4,300

44. Nashville

1.	WKDF-FM	AOR	16,400
2.	WWKX(FM)	top 40	12,100
3.	WSM-FM	country	10,400
4.	WZEZ(FM)	btfl. music	10,000
5.	WSIX-FM	country	9,400
6.	WYHY(FM)	adult contemp.	8,100
7.	WMAK-FM	urban contemp.	6,900
8.	WLAC(AM)	news/talk	6,700
9.	WSM(AM)	country	6,400
10.	WVOL(AM)	black contemp.	5,900

45. Birmingham, Ala.

1.	WZZK(FM)	country	17,300
2.	WENN-FM	black contemp.	14,400
3.	WAPI-FM	AOR	11,900
4.	WKXX(FM)	top 40	11,800
5.	WMJJ(FM)	adult contemp.	10,200
6.	WATV(AM)	black contemp./gospel	8,700
7.	WCRT(AM)	nostalgia	7,600
8.	WAGG(AM)	black contemp./gospel	7,000
9.	WSGN(AM)	adult contemp.	5,200
10.	WJLD(AM)	black contemp./gospel	5,100

46. Oklahoma City

1.	KATT(FM)	AOR	14,000
2.	KTOK(AM)	talk/information	12,600
3.	KKNG(FM)	easy listening/btfl. music	11,400
4.	KJYO(FM)	top 40	10,200
5.	KEBC(FM)	country	9,600
6.	KXXY(FM)	country	8,500
7.	KZBS(FM)	adult contemp.	8,300
8.	KOMA(AM)	country	8,100
9.	KOFM(FM)	adult contemp.	6,400
10.	KLTE(FM)	soft contemp.	4,200
	WKY(AM)	adult contemp./oldies/talk	4,200

47. Greensboro-Winston Salem-High Point, N.C.

1.	WTQR(FM)	country	21,600
2.	WQMG(FM)	black contemp./jazz	12,400
3.	WSEZ(FM)	adult contemp.	9,900
4.	WGLD-FM	easy listening/btfl. music	9,600
5.	WSJS(AM)	talk/news	7,800
6.	WRQK(FM)	top 40/oldies	7,200
7.	WMAG(FM)	adult contemp.	4,800
8.	WAAA(AM)	black contemp./gospel	4,700
9.	WKZL(FM)	AOR	4,600
10.	WBIG(AM)	nostalgia	4,400
	WEAL(AM)	black contemp./gospel	4,400

48. Dayton

1.	WTUE(FM)	top 40	14,400
2.	WHIO-FM	easy listening/btfl. music	11,900
3.	WHIO(AM)	MOR	11,300
4.	WONE(AM)	country	8,100
5.	WAVI(AM)	talk/information/nostalgia	7,600
6.	WJAI(FM)	top 40	7,300
7.	WDAO(FM)	black contemp./gospel	6,600
8.	WING(AM)	adult contemp.	6,300
9.	WINJ-FM	adult contemp.	5,500
10.	*WBLZ(FM)	urban contemp.	5,400

49. Albany-Schenectady-Troy, N.Y.

1.	WGY(AM)	adult contemp.	16,400
2.	WPYX(FM)	AOR	15,900
3.	WROW(AM)	MOR	10,100
4.	WROW-FM	easy listening/btfl. music	7,500
5.	WFLY(FM)	top 40	7,000
6.	WTRY(AM)	top 40	6,900
7.	WQBK(AM)	news/talk	6,800
8.	WPTR(AM)	country	5,900
9.	WGFM(FM)	top 40	5,800
10.	WWOM-FM	adult contemp.	5,100

50. Honolulu

1.	KQMQ(FM)	top 40	10,800
2.	KPOI-FM	top 40	9,900
3.	KSSK(AM)	adult contemp.	9,800
4.	KULA(FM)	top 40	8,600
5.	KUMU-FM	btfl. music	8,300
6.	KIKI(AM)	adult contemp.	7,700
7.	KKUA(AM)	adult contemp.	6,900
8.	KMAI(FM)	MOR	6,500
9.	KCCN(AM)	Hawaiian	5,900
10.	KHVH(AM)	news	5,700

The programing of radio

The news is formats—top 40 making a comeback on FM, MTV influencing AOR and 'Music of Your Life' bringing back memories

The winds of change in radio programing are blowing more strongly now than they have in many years. Format changes, a fact of life in the increasingly crowded radio marketplace, appear to be taking place at an unusually high rate, especially among stations playing contemporary and rock music, while in other formats, modifications are under way or being planned as programers seek to keep the aging baby boom generation (the most important target demographic for most advertisers) squarely in their sights.

Driving much of the change in the sound of today's radio stations are changes in the record industry, where a lighter kind of dance-oriented music has usurped much of the popular rock of the 1960's and 1970's. At the same time, a revival of sorts is under way of the traditional pop music of the 1930's, '40's and '50's. New, younger artists and record labels are producing modern versions of such classics as "Heart and Soul" and "A Tisket, a Tasket." Personal appearances and new recordings by the giants of that genre, including Perry Como, Count Basie and Rosemary Clooney, are also on the rise.

The resurgence of top 40 and the broadening of album-oriented-rock (AOR) formats are perhaps the biggest changes under way in the sound of radio today. The explosive, then sustained, success of top 40 at CBS-owned stations in Philadelphia, Chicago and St. Louis during the last two years have triggered a rush to adopt the format, with major outlets such as Doubleday Broadcasting's KPKE(FM) Denver, Cox Broadcasting's WWSH(FM) Philadelphia and Abel Communications's WMAR(FM) Baltimore among the most recent to make the switch (BROADCASTING, Aug. 15).

At the same time, what appears to be an even larger number of contemporary music and rock stations have modified their formats in response to changing musical trends, adding more current hits to playlists dominated in recent years by oldies and injecting more energy into their presentations. Doubleday Broadcasting's WAPP(FM) New York and WAVA(FM) Washington are among rockers that have significantly broadened their playlists in recent months to include more current hits.

Why has top 40, a format shunned as passé by most radio operators in the past five years, suddenly become the hottest item since the "Urban Cowboy" phenomenon nearly doubled the number of country music stations in less than two years? Programers credit Warner Amex Entertainment Corp.'s Music Television, an advertiser-supported cable network. They say MTV has exposed rock music fans to many new acts that had been unable to break into highly competitive rock radio, but programers also point to improvements in the economy and a more optimistic outlook by the American public.

MTV has not only uncovered a raft of new performers and boosted record sales of some

Sklar

Berger

already established, but it has "increased the tendency of rock fans to focus on hit songs rather than the performers themselves and their entire LP's," said Rick Sklar, vice president of ABC Radio and a chief architect of the formats airing on ABC-owned stations and networks.

Better record sales made it easier for radio programers to track the hits, according to John Young, program director of long-time top 40 powerhouse, WZGC(FM) Atlanta, but it hardly made the job of AOR programers easier. Larry Berger, program director, WPLJ(FM) New York, which recently stunned the radio industry by switching from a highly successful AOR format to a variation of contemporary hits, described rock programers' dilemma: "The new music was basically of two types: heavy metal of the likes played by Iron Maiden and generally popular only among younger, male listeners, and a kind of pop, danceable new wave." Neither mixed very well with the records of Led Zepellin and The Who, many of which were recorded nearly 10 years ago and had become the mainstay of AOR radio.

Rock programers avoided the new music but found that avoidance contributed to a problem already causing serious ratings declines for their format, the shrinkage of its core audience as the baby-boom generation turned 30, an age when musical tastes tend to change. Later, when rock programers tried to add new music to their playlists,

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Balaban

many added too much of it, and found their listeners had been alienated, according to Alan Burns, program director of WRQX(FM) Washington. Formats that heavily use new rock, such as consultant Rick Carroll's "Rock of the 80's," have so far found success only in a few urban markets, Burns said.

WPLJ's switch to a hits-oriented format had been discussed "annually" at ABC Radio and "seriously considered in the spring of 1982," said Berger, who denies the change came in anticipation of the widely heralded debut of Malrite Broadcasting's new top 40 outlet in New York, WHTZ(FM) Newark, N.J. (formerly WVNJ-FM). "We figured we could have gone on with the AOR format for about another year before we'd simply run out of product," he said. In a typical day, the majority of records played on WPLJ were hits of 1971, Berger said. "We were essentially an oldies station."

Berger joins a number of other programers, including Burns, who believe an improved national economy and a more optimistic outlook among Americans have contributed to the resurgence of top 40. The poor economy of recent years "tended to polarize people and send them to extremes," Burns said.

In addition to MTV's influence and a changing American psyche, Sklar maintains there is another, even simpler reason behind the rebirth of top 40's popularity. "At one time, all of top 40 radio was on AM, but when AM and FM stations began to share their audiences, top 40 began to lose ratings, and programers lost interest in the format," he said. "Now that the majority of listening is done on FM, top 40 has become a mass appeal format again."

Still, the resurgence of top 40 cannot be discussed unless it is noted that the format or variations of it, never died. WZGC has remained among the top 10 stations in Atlanta since the late 1970's, and WRBQ-FM Tampa, Fla., the highest rated top 40 station in the U.S. (according to Arbitron's spring report), also has held its place among the top 10 in that market since the late 1970's.

Scott Shannon, who recently left WRBQ to program Malrite's "new Z-100 [WHTZ]" in New York, believes the stampede among many stations to program top 40, or the tendency of rock and adult contemporary outlets to radically change their music mixes to compete with new top 40 outlets, is often ill-conceived. "It's not what kind of music you play, but how you execute the format," he said.

Nonetheless, Shannon notes the top 40 music mix he is now programing is a bit more current than the mix he would have programed a year ago and that the performers heavily played are much different from those popular a year ago, thanks, in large part, to MTV. "MTV is a peer group hit," he said, and Z-100, to capitalize on the trend, airs the top three MTV song [illegible]s chosen by listeners, every night. Air personalities talk about MTV's veejays, said Shannon. "We act like we're MTV's sister station."

As does Shannon, WZGC's Young expresses profound disappointment that the radio industry appears to be headed toward another overkill of the current hottest format, and toward oversaturation of the airwaves with the new dance-oriented music. "We're trying to redirect people's taste every year," he said. "The fashion industry can get away with it, but I'm not sure listeners don't get bored with it."

Programers abandoned top 40 in the late 1970's because they "got tired of the sameness" of the format, said Young, who believes the same lack of discipline and immaturity has led many station operators to panic and adjust their formats, music mixes or presentations this summer when faced with competition from a new top 40 outlet. "More people have changed their product before they even know the competition...before they even knew whether they had to change," he said. "I can't believe how many people fell for the old intimidation game this summer."

Format scorecard

Country, adult contemporary and top 40 are the three most widely programed full-time formats for commercial radio stations today, according to the Radio Information Center of New York, which maintains a computerized file of 8,000 stations. Highlighted below are 18 format categories and the number of stations programing each as of July 1983.

Stations programing a full-time format as of July 1983

Format	Number of stations	% of total
Country	2,233	27.7
Adult contemporary	1,933	23.9
Top 40	809	10.0
Nostalgia/MOR	687	8.5
Beautiful music	524	6.5
Religious	510	6.3
AOR	294	3.7
Black R&B	207	2.6
Oldies	173	2.1
Diversified	155	1.9
News/talk	135	1.7
Spanish	126	1.6
Soft rock	83	1.0
Classical	58	0.7
All news	48	0.6
Ethnic	43	0.5
Urban contemporary	37	0.4
Jazz	19	0.3
Total	8,071	100.0

Adams

The explosive resurgence of top 40 has left many AOR and adult contemporary stations in a weakened ratings position. Some programers, among them WNEW(FM) New York's Charlie Kendall, believe AOR remains a viable format, but that there is "no longer room for more than one AOR outlet in a market." Lee Abrams, whose "Superstars" format helped move rock radio from its poorly-rated "underground" days to the AOR mix that took it almost to the top of the ratings in many markets, believes more than one can still operate in a market, but only if each narrows its focus to capture different segments of the rock audience.

Another prominent AOR programer, consultant John Sebastian, believes changing musical tastes and the aging of the AOR core, 18-24 year olds, demands development of something new. "Nothing has come along to replenish the stock" once provided by AOR's primary performers, Led Zeppelin, the Rolling Stones, the Beatles and The Who, he said. Sebastian is fine tuning a new format, "Eclectic Oriented Rock," at WIZD(FM) Fort Pierce, Fla., which concentrates on the sounds of a "handful" of key producers. Gary Katz, whose work includes the albums of Steely Dan; Alan Parsons (Pink Floyd's *Dark Side of the Moon* and the Beatles' *Abbey Road*); Michael Omartian (Christopher Cross), and Robert Hine (albums by Saga and Fix) are among the "best producers" of rock music in our time, said Sebastian, who maintains their music, unlike much of traditional rock, is compatible with today's new music, said Sebastian. "There's an audience for this music and [the music is] all hit-oriented."

Adult contemporary programers, like those in AOR, have concentrated heavily on older music in recent years and, in many cases, have experienced ratings declines, although not as severe as those in AOR. Most adult contemporary stations have become much too conservative, both musically and in their presentation, said consultant Don Kelly, who noted recent research of the Los Angeles radio market found that listeners could not differentiate among five adult contemporary stations there.

Both adult contemporary and country for-

Announcer Mel Zellman at WFMT(FM) Chicago

mats have experienced major shifts in their presentation in the past two years, as many stations adopted the tactic of airing several songs back to back with no interruption. "Continuous" music has proved a formidable competitor to traditional, full-service stations in the same format, but only if programed as an alternative to full-service radio, according to Gary Balaban, who programed "the more music" adult contemporary WLTT(FM) Washington to a position near the top of the ratings for that market. Too many stations are using continuous music against one another, he said. "Unless you are first in your market or the only alternative," continuous music "won't work in the long run."

Urban Contemporary, a format aired by fewer than 40 stations nationwide, continues to expand its influence, both in terms of ratings and advertiser-support. A recent report by McGavren Guild Radio found that in 10 major cities, an urban contemporary station ranked within the top three stations.

Today's urban station is far more sophisticated than the disco stations of the late 1970's where the format originated, said Dan Kelly, who consults a number of urban contemporary stations including those owned by the Amaturo Group Inc. of Chicago. Heated competition from contemporary hit stations has led urban contemporary stations to polish their presentation and to engage in far more audience and music research, said Kelly.

Although most of the tumultuous change in radio programing is taking place in contemporary music formats, a quieter kind of shifting is under way in other formats. Beautiful music programers, who last year reacted to steep ratings declines by programing a much bigger percentage of vocals in their formats, have pulled back slightly after finding their listeners reacted negatively. "When more than half of the music is vocal, it's no longer relaxing," said John Patton, chairman and chief executive officer, Bonneville Broadcasting System. A recently ended experiment using a highly vocal format, conducted by Bonneville at Viacom Radio's WLAK(FM) Chicago, left that station with about half the share of audience it had with its previous beautiful music format. Bonneville's traditional beautiful music format, programed on 146 radio stations, is slowly increasing its use of vocals, said Patton, but they will not likely get above 35% of the overall mix.

Although Patton believes there is room for only one beautiful music outlet in most markets, Larry Adams, president, Schulke Radio Productions, maintains there are significant shares of the listening audience going untapped by the existence of only one outlet in many markets. SRP, which had every selection in its music library tested with listeners during the past year, excised about 40% of its library from its format.

At TM Companies, where "TM Beautiful Music" is programed for 37 stations, slow, full-string arrangements, such as those made famous by Percy Faith, are being eliminated from the format, according to Steve Hibbard, vice president for programing, while some light jazz by such performers as George Benson is gradually being added. "We're not playing more vocals each hour, but those we are playing are more recognizable and more of them are by their original artists," he said.

Although Hibbard, Patton and Adams believe beautiful music will remain a strong format as the generation raised on rock advances toward the age at which softer music has tended to become more desirable, other programers are less sure. Bill Figenshu, vice president for programing at Viacom Radio, believes the format, as it is now being programed, is dead and gradually being replaced by music more familiar to younger audiences. Figenshu's attempt to find "the next trend in beautiful music" began airing recently at WLAK, where a mix of love songs from the '50's to the '80's is being presented with the subdued tones and relaxed pacing of traditional beautiful music stations.

In another format targetted to listeners primarily over 35, a different kind of change is under way. Stations playing pop hits from the 1930's through 1960's, many of them airing Al Ham's "Music of Your Life" syndicated format and nearly all of them on the AM band, have been called a phenomenon whose success will be short-lived, because listeners will tire of a music library to which no new recordings are being added.

Over the past year, however, a number of new record labels have sprung up to offering new arrangements (some of them by young artists) of older popular songs, and at the same time, the genre's major artists have released new LP's. Talking about the marketability of recordings of traditional pop music, Ham said, "There's been a tremendous change in the perception of the record companies, both major ones and the new independents." Red Parrot Records of New York, Concord Records of Concord, Calif., and Parade Records of Newark, N.J., are among the newer labels producing new MOYL-formatted material, said Ham.

Personal appearances by major stars of the genre, including the Glen Miller orchestra, the Tommey Dorsey band and Patti Page have been on the rise, said Ham, and the demand for these stars has come not only from fans over 35. At a recent performance at New York's Red Parrott lounge, said Ham, the lineup was Tony Bennett, Count Basie and Elvis Costello.

In classical music radio, programers have seen a significant increase in the amount of syndicated programing available in the past year, according to Matt Field, general manager, WNCN(FM) New York. Notable additions have been Mutual Broadcasting System's broadcasts of National Symphony Orchestra concerts, which are to increase in number this year and WFMT(FM) Chicago's

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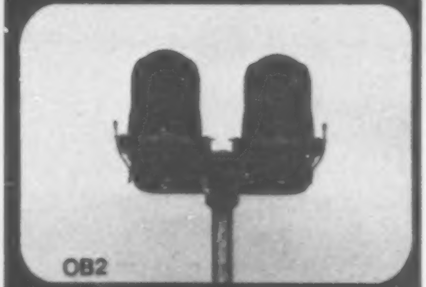

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recent broadcast, part of it live-by-satellite, of a performance of Wagner's opera, "The Ring," from Beyreuth, Germany.

The trend toward live broadcasting continues in classical radio, said Field, as do experiments with broadcasting music recorded ou the new digital compact disks. Both live performance broadcasts and the exposure of compact disk recordings particularly appeal to younger audiences, he said.

"In the past few years, the lack of the development of a major new star in rock or popular music has encouraged younger listeners to dial twist and explore new kinds of music," said Field. Research conducted by WNCN in the past year, found the station had not only increased its audience among young people, he said, but that it shares a significant portion of its audience with rock station WNEW(FM) and adult contemporary, WYNY-(FM). ☐

Syndication world takes on look of specialization

Use of satellites and barter on increase in marketplace, which syndicators term 'very bullish'

The marketplace for syndicated radio product is experiencing a major expansion this year, as evidenced by the introduction of more specialized programing. "There is more interest among advertisers today to be identified with a specific show," notes Nick Verbitsky, president of The United Stations, New York-based program production and distribution company.

"Business is very, very bullish," says Norman Pattiz, president of the Culver City, Calif.-based producer/syndicator Westwood One. "I don't think there is a distinction between syndication and network programing any more," he said. "It's not a matter of doing business with syndicators or networks—it's doing business with suppliers of national programing," Pattiz noted.

Using satellites for specially produced "live" programing has been intensifying. The concept of live broadcasts is critical to the success of Starfleet Blair, New York-based producer/distributor, according to its executive director of programing, Joseph Mirabella. Most of the nearly 50 acts aired by the firm this year (including at least 12 live rock concerts for NBC's Source network) are attracted by the publicity and potential for increased ticket and album sales, said Mirabella.

"Watermark is moving in the direction of doing more live, satellite-delivered programing," ABC/Watermark President Tom Rounds told BROADCASTING. The Los Angeles based producer/syndicator got started in this area this summer when it oversaw production of a live Men At Work broadcast fed to the ABC Rock Radio Network. According to Rounds there will be another major concert in October. He indicated that Watermark will be involved in much of ABC Radio's special event programing.

For concerts and other special events, satellite delivery is absolutely necessary, said Pattiz. Westwood One fed live concert reports from the second annual US Festival held near Los Angeles over the Memorial Day weekend.

Fine arts station WFMT(FM) Chicago, which is distributed throughout the U.S. by hundreds of cable systems, has also stepped up its satellite program production. The station presented its first live trans-Atlantic concert in July, beaming Richard Wagner's *Der Ring des Nibelungen* from the 1983 Bayreuth Festival in West Germany to an ad hoc network of more than 100 commercial and noncommercial stations in the U.S. and Canada ("Riding Gain," July 4). According to a WFMT spokeswoman, the broadcast took place "without a hitch" and more live classical programs are planned.

Barter has become the preferred means this year for stations to pay for programing. "Cash sales are definitely not the way the world of radio syndication is working now," said Rounds. "Cash has fallen out of the mainstream, but I believe that there will

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Ratings roundup

The order of finish in the TV networks' prime time ratings race for the week ended Aug. 21 was the same as for the week before: CBS first, NBC second, ABC third. But it was a closer race this time, with only a rating point separating first and third. CBS had a Nielsen rating/share average of 13.0/24, NBC a 12.5/23.6 and ABC a 12.0/22.6.

It was a week in which pre-season pro football was offered on all three networks. None scored big in the ratings. New York Jets vs. Cincinnati on CBS on Thursday did a 10.8/21, Pittsburgh vs. Dallas on NBC on Saturday a 10.4/22 and Miami vs. Washington on ABC on Friday a 9.0/18. *Monday Night Baseball* on ABC beat the best of football, though only barely, with 11.0/20.

It was also a week in which CBS and NBC played off some pilots. On CBS, *Sutter's Bay*, Monday at 9:30-10 p.m. (NYT), scored 14.9/25 and ranked 19th for the week against ABC's baseball and a *Little House* repeat on NBC (13.6/24); and *13 Thirteenth Avenue*, at 8:30-9 p.m. Monday, also against baseball and *Little House*, tied with a *Dallas* repeat for 33d place at 12.2/23.

On NBC the one-time-only's included *National Snoop*, which at 8-8:30 p.m. Thursday produced an 11.7/21, beating New York-Cincinnati but not ABC's *Reggie*, which came in with 13.3/24; *Pump Boys and Dinettes*, which at 10-11 p.m. Monday came in third against *Monday Night Baseball* and the week's highest rated show, a repeat of CBS's *Cagney and Lacey* (19.9/36), and *Allison Sidney Harrison*, which at 8-9 p.m. Friday had a 9.3/19, edging out the Miami-Washington football game by a fraction but well behind a CBS *Dukes of Hazzard* repeat (13.1/27).

The First 20

1.	*Cagney & Lacey*	CBS	19.9/36
2.	*Jeffersons*	CBS	19.4/34
3.	*A Team*	NBC	18.4/35
4.	*Trapper John, M.D.*	CBS	18.4/33
5.	*Newhart*	CBS	18.1/31
6.	*Hart to Hart*	ABC	17.7/32
7.	*60 Minutes*	CBS	16.8/36
8.	*Remington Steele*	NBC	16.7/29
9.	*Facts of Life*	NBC	16.4/29
10.	*One Day at a Time*	CBS	15.9/29
11.	*20/20*	ABC	15.9/29
12.	*Hill Street Blues*	NBC	15.8/28
13.	*ABC Sunday Night Movie*—The Big Red One	ABC	15.7/28
14.	*Alice*	CBS	15.3/30
15.	*St. Elsewhere*	NBC	15.3/28
16.	*9 to 5*	ABC	15.2/26
17.	*Buffalo Bill*	NBC	15.0/26
18.	*Three's Company*	ABC	15.0/26
19.	*Sutters Bay*	CBS	14.9/25
20.	*Knight Rider*	NBC	14.5/28

The Final Five

61.	*Our Times-Bill Moyers*	CBS	8.8/16
62.	*Facts of Life Special*	CBS	8.7/19
63.	*CBS Tuesday Night Movies*—Health	CBS	8.7/16
64.	*Ripley's Believe It or Not*	ABC	8.1/17
65.	*Powers of Matthew Star*	NBC	6.2/13

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- WVIS (106.1 mhz) Frederiksted/St. Croix, Virgin Islands—Seeks modification of CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Ann. Aug. 12.
- KSOP-FM (104.3 mhz) Salt Lake City—Seeks CP to change HAAT to 3,767 ft. and change coordinates. Ann. Aug. 18.
- KGHO-FM (95.3 mhz) Hoquiam, Wash.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Aberdeen, Wash." Ann. Aug. 4.
- KLYK (105.5 mhz) Longview, Wash.—Seeks CP to install auxiliary FM ant. sys. Ann. Aug. 12.

TV applications

Tendered

- WBUO (ch. 32) Appleton, Wis.—Seeks MP (BPCT-810928KF) to change ERP to 1,070 kw vis., 107 kw aur.; HAAT: 1,220 ft., and change TL. Ann. Aug. 12.

Accepted

- KAIL (ch. 53) Fresno, Calif.—Seeks CP to change ERP to 2,500 kw vis., 250 kw aur.; change HAAT to 1,871.25 ft., and change TL. Ann. Aug. 12.
- KMSP-TV Minneapolis-St. Paul—Seeks CP to install auxiliary antenna system. Ann. Aug. 9.
- KIVA-TV (ch. 12) Farmington, N.M.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur., and change HAAT to 410 ft. Ann. Aug. 12.
- KSAF-TV (ch. 2) Santa Fe, N.M.—Seeks MP to reduce HAAT to 1,970 ft. Ann. Aug. 4.
- WSNL-TV (ch. 67) Smithtown, N.Y.—Seeks MP (BPCT-820422KF) to change ERP to 2,612 kw vis., 261.2 kw aur. Ann. Aug. 4.
- WTVI (ch. 42) Charlotte, N.C.—Seeks to change ERP to 1,423 kw vis., 142 kw aur.; change TL, and make changes in ant. sys. Ann. Aug. 12.
- KOAP-TV (ch. 10) Portland, Ore.—Seeks to change coordinates. Ann. Aug. 9.
- WSJU (ch. 18) San Juan, P.R.—Seeks MP (BPCT-810121KE) to change ERP to 575 kw vis., 57.5 kw aur.; change HAAT to 2,829 ft.; change TL, and make changes in ant. sys. Ann. Aug. 12.
- KLTJ (ch. 49) Irving, Tex.—Seeks MP (BPCT-801023KG) to change ERP to 269.77 kw vis., 26.97 kw. Ann. Aug. 4.
- *KLRN (ch. 9) San Antonio, Tex.—Seeks MP to change aur. and vis. trans. Ann. Aug. 18.

AM actions

- KIOT (1310 khz) Barstow, Calif.—Application returned for CP to change hours of operation to unlimited by adding night power with 1 kw; install DA-2, and make changes in ant. sys. Major environmental action under section 1.1305. Action Aug. 10.
- KXEX (1550 khz) Fresno, Calif.—Granted modification of CP (BP-20531) to change hours of operation to unlimited by adding night service with 2.5 kw; install DA-2; change TL, and make changes in ant. sys. Major environmental action. Action Aug. 11.
- KKMC (880 khz) Gonzales, Calif.—Application returned for CP to increase night power to 5 kw, re: section 73.182(0). Action Aug. 11.
- WCOP (1350 khz) Warner Robins, Ga.—Application returned for CP to change hours of operation to unlimited by adding night service with 500 w; install DA-N, and make changes in ant. sys. Major environmental action under section 1.1305 of rules. Action Aug. 10.
- WSHN (1550 khz) Fremont, Mich.—Granted CP to make changes in antenna system and increase height. Action Aug. 10.
- WXXX (1310 khz) Hattiesburg, Miss.—Application returned for CP to increase power to 5 kw; correct coordinates, and redescribe TL. Action Aug. 8.
- KOAW (1490 khz) Ruidoso Downs, N.M.—Granted MP (BP-820422AA) to change TL. Action Aug. 10.
- WWGR (960 khz) LaFollette, Tenn.—Granted modification of CP (BP-20418) to change to non-DA. Action Aug. 10.
- KQQQ (1150 khz) Pullman, Wash.—Application returned for CP to change hours of operation to unlimited by adding night service with 500 w; install DA-N, and make changes in ant. sys. Major environmental action under section .1305. Action Aug. 10.
- WNAM (1280 khz) Neenah-Menasha, Wis.—Granted MP (BP-810225AN, as mod.) to increase RM's of nighttime pattern. Action Aug. 10.

FM actions

- WRVI (96.7 mhz) Virden-Auburn Girard, Ill.—Granted waiver of section 73.1201(B)(2) of rules to identify as "Virden-Auburn-Girard." Action Aug. 8.
- WHBI (105.9 mhz) Newark, N.J.—Granted modification of CP to change TL; change HAAT to 610 ft., and change coordinates. Action Aug. 8.
- KIZZ (93.7 mhz) Minot, N.D.—Granted CP to make changes in antenna system; increase ERP to 98 kw and decrease HAAT to 565 ft. Action Aug. 8.
- KBOY-FM (95.3 mhz) Medford, Ore.—Granted CP to make changes in antenna system; decrease ERP to 100 kw; increase HAAT to 935 ft.; change frequency, and change TL. Action Aug. 8.
- WJKR (103.9 mhz) Muncy, Pa.—Granted modification of CP to change SL and request waiver of section 73.1125(B)(2) of rules. Action Aug. 8.

TV actions

- WCIX-TV (ch. 6) Miami—Granted CP to change HAAT to 1,849 ft. Action Aug. 8.
- WMGC-TV (ch. 34) Binghamton, N.Y.—Granted CP to change ERP to 470.34 kw vis., 47.03 kw aur., and install new trans., transmission line and new antenna. Action July 29.
- WDSI-TV (ch. 61) Chattanooga—Granted CP to change ERP to 4,613 kw vis., 461 kw aur., and make changes in ant. sys. Action July 29.
- KSTU (ch. 20) Salt Lake City—Granted CP to change TL. Action July 29.

In contest

FCC actions

- FCC has amended Subpart S of Part 81 of rules to increase spectrum utilization and reduce potential interference on marine VHF public correspondence frequencies in Puget Sound area of Washington and Canada.
- FCC has dismissed request for reconsideration of decision authorizing four resale satellite common carriers to provide point-to-multipoint relay of signal of Chicago station WGN-TV (ch. 9). Request was made by National Association of Independent Television Producers and Distributors.
- FCC has affirmed Dec. 8, 1982 action directing grant of assignment of license for WJAN(TV) Canton, Ohio, from PTL of Heritage Village Church and Missionary Fellowship Inc. (PTL) to David Livingstone Missionary Foundation Inc. to renew WJAN(TV) license subject to consummation of assignment, which occurred Jan. 31, 1983, and to forward information concerning PTL which was obtained in nonpublic inquiry to Department of Justice.

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM transators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12 291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

Call letters

Applications

Call	Sought by
	New AM
WREE	Clayton Broadcasting Corp., College Park, Ga.
KTUN	Humble Audiocomm Corp., Humble, Tex.
	New FM's
KBQC	Stromquist Broadcast Services Inc., Bettendorf, Iowa
WLKV	Tamarack Broadcasting Inc., Lakeview, Mich.
KJFM	Thomas T. Sanders, Louisiana, Mo.
KFQX	Fox Broadcasters Inc., Llano, Tex.
WFCL-FM	Clintonville Broadcasting Inc., Clintonville, Wis.
KQLT	Natrona Broadcasting Co. Inc., Casper, Wyo.
KNWY	Broadcast Enterprises, Powell, Wyo.
	Existing AM's
WBGA	WGIG Brunswick, Ga.
WMRZ	WQUA Moline, Ill.
KOKN	KWPR Claremore, Okla.
KIEZ	KTLK Beaumont, Tex.
WZRA	WMOC Chattanooga
WRPX	WAOZ Hudson, Wis.
	Existing FM's
KVMA-FM	KFMV Magnolia, Ark.
*KWAP	KMAH Atherton, Calif.
WZNE	WQXM Clearwater, Fla.
WQCW	WLTE Waycross, Ga.
WYXX	WHTC-FM Holland, Mich.
KEZS-FM	KFMP Cape Girardeau, Mo.
KZAM	KRNN Creswell, Ore.
KJNE	KHBR-FM Hillsboro, Tex.

Grants

Call	Assigned to
	New AM's
KJUK	Arctic Broadcasting Association Inc., Bethel, Alaska
KWNK	Manuel A. Cabranes, Simi Valley, Calif.
	New FM's
KTUS	Sno-Mass Communciations Inc., Snomass Village, Colo.
WZRO	Midwest Radio Inc., Farmer City, Illinois
KFTS	K&K Communcations Inc., Fort Scott, Kan.
KBQQ	Kitten Radio Inc., Minot, N.D.
	New TV's
WDMA-TV	Toledo Telecasting Inc., Toledo, Ohio
WQRD	Ana J. Plaza, Mayaguez, P.R.
*KLUJ	The Wings of Faith, Harlingen, Tex.
	Existing AM's
KTSJ	KLIT Pomona, Calif.
WJNS	WPJJ Yazii City, Miss.
	Existing FM
WHTZ	WVNJ Newark, N.J.
	Existing TV
WTLL	WRNX Richmond, Va.

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Broadcasting Sep 5

Subscription television falls on tough times □ Network news takes on single-anchor look □ Music video: the rage of 1983 □ RPC coverage □

STV STUMBLES □ Businesses are cutting back and dropping out of STV arena in face of cable competition and economic pressures. **PAGE 35.**

LABOR DAY PREMIERE □ Sept. 5, 1983, finds all three network news operations with single-anchor formats. Day also marks premiere of PBS's *MacNeil/Lehrer* hour-long nightly newscast, which is vying for viewers with networks and local stations. **PAGE 36.**

THE BEAT GOES ON-AIR □ Warner Amex's Music Television has spawned many imitators on cable, broadcast networks and TV stations. **PAGE 38.**

FAIRNESS VIEW □ NCTA pushes for elimination of fairness doctrine for cable; public interest groups disagree. **PAGE 40.**

LOGGING CAMPS □ FCC rulemaking on radio logging requirements draws mixed comments from broadcasters; NAB backs FCC-type plan for minimum requirements. **PAGE 42.**

ALL EARS □ NAB's Radio Programing Conference gathers over 2,000 at Westin St. Francis hotel, to digest Reymer & Gersin study on listening and hear Sony's AM stereo receiver. **PAGE 48.** An in-depth look at the Radio W.A.R.S. study by R&G appears on **PAGE 50.** What that study means to individual stations (contemporary, beautiful music, AOR, urban contemporary, country and news) appears on **PAGES 50-54.** Panelists explore how AM radio stations can regain ratings ground. **PAGE 55.** Consultants Carroll and Christy discuss ways to make new music work for stations. **PAGE 56.** Sharp and Secrest preview upcoming regulatory activities from Washington. **PAGE 58.** Coleman study finds that Music Television can both help and hurt radio stations. **PAGE 60.** Experimenters using digital compact disks give technology high marks. **PAGE 62.**

ABC DRAMA □ Man enters ABC News bureau in Washington, brandishing gun and asking to speak with 'top reporter.' **PAGE 64.**

SPECTRUM CRISIS □ Three authors say spectrum management is in chaos; preview future business and regulatory courses. **PAGE 72.**

RENEWAL TAPE □ Case on channel 14 in Washington back up in air after FCC Review Board decision. **PAGE 74.**

ID AFFIRMATION □ Appeals court, with reservations, backs FCC in West Virginia dual-city notification rule. **PAGE 78.**

ATLANTA BOUND □ Eastern Cable Show set to open in Atlanta with marketing dominating the back-to-basics convention. **PAGE 85.**

NIELSEN NUMBERS □ Cable penetration in July is pegged at 39.3% of U.S. TV homes. **PAGE 90.**

STEPPING DOWN □ William Tanner takes leave of absence to assess allegations against his company. **PAGE 92.**

MARKETING SPECIALIST □ Trygve Myhren believes in making the most of what one has, putting that philosophy to work as head of American Television and Communications by concentrating on quality. **PAGE 111.**

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Joseph Dolinski, Pete Hasse, Lynne Hood, Chuck Moore, Gil Cunningham.

Zenith Radio Corp. **1906, 08**
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Z-TAC baseband addressable converter/decoder system. **Staff:** Chick Eissler, Bob Cunningham.

Nielsen says cable penetration nears 40%, up 18% from 1982

U.S. cable television households increased 18% in the past year, to 32,930,140, or 39.3% of all U.S. TV homes, as of July, the A.C. Nielsen Co. estimated last week.

In July 1982, the total was estimated at 27,884,000, with 34.0% penetration. The figures include Hawaii and Alaska as well as the contiguous 48 states.

A breakdown by designated market area (DMA) showed New York with the most cable homes, 2,020,890, but its penetration rate, 31.2%, wasn't nearly enough to get into the top 50 in the penetration rankings. Highest penetration—77.5%—was in the DMA of Santa Barbara-Santa Maria-San Luis Obispo, Calif.

Los Angeles-Palm Springs was second with 1,195,510 cable homes, representing 27.8% penetration. Philadelphia was third with 947,030 (39.0%).

Others in the top 10 ranked by cable households were San Francisco-Oakland, 938,660 (46.7%); Pittsburgh, 694,490 (57.3%); Boston-Manchester-Worcester, 612,550 (31.4%); Cleveland, 527,380 (37.2%); Seattle-Tacoma, 519,160 (46.3%); Houston, 494,930 (37.8%), and Chicago, 489,150 (16.4%). Ten markets showed increases by a percentage number of over 10 from last July's ranking (BROADCASTING, Sept. 13, 1982). San Antonio went from 36.6% to 58.5%. New Orleans jumped from 28.5% to 44.1%. Others jumping by more than 10 were Omaha (from 27.3% to 41.3%); St. Louis (12.9% to 26.5%); Erie, Pa. (37.4% to 49.0%); Sioux City, Iowa (29.8% to 41.1%); Chattanooga (34.8% to 45.7%); Biloxi-Gulfport, Miss. (59.2% to 70.6%); Detroit (13.2% to 23.7%), and Little Rock-Pine Bluff, Ark. (32.0% to 42.1%).

Rankings by cable penetration look quite different. After Santa Barbara-Santa Maria-San Luis Obispo's 77.5% came Marquette, Mich., with 74.7%; San Angelo, Tex., with 73.8%; Laredo, Tex., with 73.2%, and Parkersburg, W. Va., with 71.5%.

Rounding out penetration's top 10 were Clarksburg-Weston, W. Va., with 70.8%; Biloxi-Gulfport, Miss., with 70.6%; Johnstown-Altoona, Pa., and Monterey-Salinas, Calif., both with 69.8%, and Odessa-Midland-Monahans, Tex., and Yuma, Ariz.-El Centro, Calif., in a tie for 10th place at 69.7%.

Nielsen said its estimates were based on the most current data available, including subscriber household counts provided by cable systems or other industry sources; penetration figures from Nielsen Station Index sample households for previous all-market survey periods and subscriber information obtained during local diary-placement telephone interviews.

"Research continues in this area in an attempt to further improve these data," Nielsen said. "As new information and techniques are developed, they will be incorporated in future estimates." ☐

DMA	% penetration July '83
Abilene-Sweetwater, Tex.	66.5
Ada-Ardmore, Okla.	51.0
Albany, Ga.	49.9
Albany-Schenectady-Troy, N.Y.	53.2
Albuquerque, Farmington N.M.	40.6
Alexandria, La.	53.8
Alexandria, Minn.	38.3
Alpena, Mich.	55.4
Amarillo, Tex.	62.3
Anchorage	15.6
Atlanta	34.5
Augusta, Ga.	45.3
Austin, Tex.	55.9
Bakersfield, Calif.	65.4
Baltimore	24.3
Bangor, Me.	36.4
Baton Rouge	51.0
Beaumont-Port Arthur, Tex.	42.6
Beckley-Bluefield-Oak Hill, W. Va.	67.7
Bend, Ore.	58.1
Billings-Hardin, Mont.	50.9
Biloxi-Gulfport-Pascagoula, Miss.	70.6
Binghamton, N.Y.	62.7
Birmingham-Anniston, Ala.	45.8
Boise, Idaho	36.5
Boston-Manchester-Worcester	31.4
Bristol, Va.-Kingsport, Johnson City, Tenn.	48.0
Buffalo, N.Y.	56.1
Burlington, Vt.-Plattsburgh, N.Y.	50.4
Butte, Mont.	63.1
Casper-Riverton, Wyo.	66.0
Cedar Rapids-Waterloo, Dubuque, Iowa	37.9
Champaign-Springfield-Decatur, Ill.	60.4
Charleston, S.C.	45.8
Charleston-Huntington, W.Va.	58.8
Charlotte, N.C.	32.9
Chattanooga	45.7
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	64.6
Chicago	16.4
Chico-Redding, Calif.	63.4
Cincinnati	30.9
Clarksburg-Weston, W.Va.	70.8
Cleveland-Akron	37.2
Colorado Springs-Pueblo	42.9
Columbia-Jefferson City, Mo.	41.1
Columbia, S.C.	41.0
Columbus, Ga.	50.1
Columbus-Tupelo, Miss.	47.7
Columbus, Ohio	48.7
Corpus Christi, Tex.	51.8
Dallas-Fort Worth	31.2
Davenport, Iowa-Rock Island-Moline, Ill.	47.8
Dayton, Ohio	48.9
Denver	25.0
Des Moines-Ames, Iowa	39.9
Detroit	23.7

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DMA	% penetration July '83
Dothan, Ala.	43.1
Duluth, Minn.-Superior, Wis.	41.1
El Paso	48.7
Erie, Pa.	49.0
Eugene, Ore.	58.8
Eureka, Calif.	66.8
Evansville, Ind.	46.9
Fairbanks, Alaska	31.9
Fargo-Valley City, N.D.	51.0
Flint-Saginaw-Bay City, Mich.	42.6
Florence, S.C.	47.7
Fresno, Calif.	33.8
Ft. Myers-Naples, Fla.	65.9
Ft. Smith, Ark.	59.1
Ft. Wayne, Ind.	39.5
Gainesville, Fla.	59.2
Glendive, Mont.	62.9
Grand Junction-Montrose, Colo.	58.5
Grand Rapids-Kalamazoo-Battle Creek, Mich.	46.5
Great Falls, Mont.	56.1
Green Bay, Wis.	32.7
Greensboro-Winston Salem-High Point, N.C.	36.0
Greenville-New Bern-Washington, N.C.	41.2
Greenville-Spartanburg, S.C.-Asheville, N.C.	35.8
Greenwood-Greenville, Miss.	62.7
Harlingen-Weslaco, Tex.	39.8
Harrisburg-York-Lancaster-Lebanon, Pa.	54.3
Harrisonburg, Va.	46.2
Hartford-New Haven, Conn.	53.9
Hattiesburg-Laurel, Miss.	43.5
Honolulu	56.1
Houston	37.8
Huntsville-Decatur-Florence, Ala.	47.1
Idaho Falls-Pocatello	48.1
Indianapolis	38.9
Jackson, Miss.	45.7
Jackson, Tenn.	50.8
Jacksonville, Fla.	44.4
Johnstown-Altoona, Pa.	69.8
Jonesboro, Ark.	55.3
Joplin, Mo.-Pittsburg, Kan.	46.2
Kansas City, Mo.	41.2
Knoxville, Tenn.	42.0
La Crosse-Eau Claire, Wis.	49.5
Lafayette, Ind.	64.6
Lafayette, La.	50.8
Lake Charles, La.	56.7
Lansing, Mich.	49.6
Laredo, Tex.	73.2
Las Vegas	13.7
Lexington, Ky.	50.1
Lima, Ohio	65.7
Lincoln-Hastings-Kearney, Neb.	48.7
Little Rock-Pine Bluff, Ark.	42.1
Los Angeles-Palm Springs	27.8
Louisville, Ky.	41.3
Lubbock, Tex.	51.2
Macon, Ga.	55.7
Madison, Wis.	40.5
Mankato, Minn.	54.3
Marquette, Mich.	74.7
Mason City, Iowa-Austin-Rochester, Minn.	41.3
Medford-Klamath Falls, Ore.	57.0
Memphis	36.1
Meridian, Miss.	45.5
Miami-Ft. Lauderdale	34.0
Milwaukee	21.4
Minneapolis-St. Paul	13.9
Minot-Bismarck-Dickinson, N.D.	50.2
Missoula-Butte, Mont.	53.3
Mobile, Ala.-Pensacola, Fla.	46.2
Monroe, La.-El Dorado, Ark.	44.7
Monterey-Salinas, Calif.	69.8
Montgomery, Ala.	49.6
Nashville-Bowling Green, Ky.	31.6
New Orleans	44.1
New York	31.2
Norfolk-Portsmouth-Newport News- Hampton, Va.	41.1
North Platte, Neb.	46.4
Odessa-Midland-Monahans, Tex.	69.7
Oklahoma City	47.3
Omaha	41.3
Orlando-Daytona Beach, Fla.	48.5
Ottumwa, Iowa-Kirksville, Mo.	51.4
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	45.2
Panama City, Fla.	47.2
Parkersburg, W. Va.	71.5
Peoria, Ill.	55.0
Philadelphia	39.0
Phoenix-Flagstaff	27.1
Pittsburgh	57.3
Portland-Poland Spring, Me.	46.3
Portland, Ore.	30.8
Presque Isle, Me.	61.5
Providence, R.I.-New Bedford, Mass.	26.7
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	44.0
Raleigh-Durham, N.C.	42.0
Rapid City, S.D.	52.3
Reno	58.7
Richmond-Petersburg-Charlottesville, Va.	32.7
Roanoke-Lynchburg, Va.	43.2
Rochester, N.Y.	40.9
Rockford, Ill.	54.0
Roswell, N.M.	66.6
Sacramento-Stockton, Calif.	32.0
Salisbury, Md.	61.0
Salt Lake City	27.8
San Angelo, Tex.	73.8
San Antonio-Victoria, Tex.	58.5
San Diego	60.8
San Francisco-Oakland	46.7
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	77.5
Savannah, Ga.	45.9
Seattle-Tacoma	46.3
Shreveport, La.	45.3
Sioux City, Iowa	41.1
Sioux Falls-Mitchell, S.D.	40.5
South Bend-Elkhart, Ind.	37.5
Spokane, Wash.	48.8
Springfield-Holyoke, Mass.	[illegible]
Springfield, Mo.	33.8
St. Joseph, Mo.	54.7
St. Louis	26.5
Syracuse-Elmira, N.Y.	58.8
Tallahassee, Fla.-Thomasville, Ga.	46.9
Tampa-St. Petersburg-Sarasota, Fla.	36.5
Terre Haute, Ind.	42.0
Toledo, Ohio	44.0
Topeka, Kan.	62.9
Traverse City-Cadillac, Mich.	38.6
Tucson, Ariz.	24.4
Tulsa, Okla.	51.9
Twin Falls, Idaho	56.0
Tyler, Tex.	59.2
Utica, N.Y.	64.3
Waco-Temple, Tex.	60.2
Washington-Hagerstown, Md.	18.4
Watertown, N.Y.	53.9
Wausau-Rhinelander, Wis.	34.1
West Palm Beach-Ft. Pierce, Fla.	57.4
Wheeling, W. Va.-Steubenville, Ohio	62.3
Wichita Falls, Tex.-Lawton, Okla.	56.1
Wichita-Hutchinson, Kan.	58.5
Wilkes Barre-Scranton, Pa.	66.2
Wilmington, N.C.	39.0
Yakima, Wash.	53.3
Youngstown, Ohio	49.0
Yuma, Ariz.-El Centro, Calif.	69.7
Zanesville, Ohio	64.5

Tanner given leave of absence

He steps down until FBI and IRS investigations are completed

William B. Tanner, president of the Memphis-based barter company that bears his name, has stepped down from his executive positions with the firm to give himself time to assess the allegations against him and to prepare a defense.

FBI and Internal Revenue Service agents raided the Tanner Co., which was purchased by Media General, the Richmond, Va.-based communications conglomerate in 1982, earlier this month, seizing cartons full of records amid allegations that the company had been handing out kickbacks to clients and that Tanner had engaged in a variety of schemes to divert millions in company funds from official books and into his own pockets (BROADCASTING, Aug. 22).

No charges had been filed against Tanner or the company as of early last week. Tanner has steadfastly denied any wrongdoing.

According to Alan S. Donnahoe, Media General vice chairman and chief executive officer, Tanner had requested a leave of absence from his official positions, and that leave was granted. Donnahoe added that if no charges are brought against Tanner—or Tanner is not proved guilty of any charges that might be brought against him—the "assumption" is that Tanner will return to his official positions at the company. Tanner is still an employe of the company, Donnahoe said.

Donnahoe also said that Earl J. Funk, the Tanner Co.'s senior vice president and treasurer, had stepped down for the same reasons.

Louis Lucas, Tanner's chief legal counsel, resigned earlier this month to avoid any conflict of interest, feeling he couldn't advise Tanner since he had been accused of wrongdoing as well.

Also according to Donnahoe, James A. Linen IV, Media General senior vice president, has been named acting president and chief executive officer of the Tanner Co. James S. Evans, Media General's president, has been named chairman of the Tanner Co.'s board. Robert T. Sutton, president and chief executive officer of Media General's Broadcast Division, has been named executive vice president of the Tanner Co. And William Elliott has taken leave from his position as divisional controller for Media General to step in as vice president and treasurer for the Tanner Co.

Selected as counsel to the Tanner Co. was the Memphis law firm of Armstrong, Allen, Braden, Goodman, McBride & Prewitt.

Donnahoe also said Media General's own investigation of the company's activities was "coming along pretty well" even though "it looks like it's going to take some time." ☐

Close race for fall, predicts Katz agency

Network battle for viewers in fall ratings race to be close call, but CBS should come out ahead, says report sent by Katz to TV stations it represents

Barring major setbacks, the Katz representative firm expects the three TV networks' competition for prime time audiences this fall to provide "the closest ratings race in recent years," with CBS-TV ahead, but narrowly, and with ABC edging NBC for second.

For the fourth quarter, Katz sees the 1983-84 schedules, as laid out, providing CBS with an average 28 share of audience, ABC with a 27 and NBC with a 25.

This forecast is part of a thick volume of program plans and commercial positioning data, network by network, that is being sent to all Katz-represented TV stations. It pulls together the networks' plans not only for prime time but for other major dayparts.

In an introduction, Kim Schlotman, Katz manager of research and network information, says of prime time that the networks, as a result of "backfiring" innovation efforts last year, are "back to tried-and-true programing ideas, borrowing from successful theatrical and previous series."

"What is significant this season," Schlotman writes, "is the positioning of certain programs, for example ABC's scheduling of the veteran *Happy Days* at 8:30 p.m. and with a rookie [*Just Our Luck*] for a lead-in and the move of *Matt Houston* to a later time period from the one it was just becoming accustomed to.

"Similarly, CBS had its own surprises. Moving the adult-skewing *Mississippi* from 10 p.m. Friday to 8 p.m. Tuesday, scheduling three movie nights and leaving only six comedies on the calendar were all unexpected decisions. While it's possible the third movie night is only until the [baseball] championships and World Series are over, it appears that the net is looking to capture an all-adult audience, leaving ABC and NBC to battle it out for the kids.

"Believing that 'the network that is number one in comedies is number one,' NBC has scheduled 10 half-hours of comedy... However, NBC is already revamping many of its fall programs. *Boone, Manimal* and *St. Elsewhere* are being made lighter, less dramatic. *Remington Steele* is being taken on the road [and given more budget and more romance]. *Mama's Family* and *Jennifer Slept Here* are getting additional cast members and *Yellow Rose* is being completely redone."

While recognizing the importance of strong series programing, Schlotman says, the networks also are spending more money than ever before on made-for-TV movies and mini-series.

One possible event that might mess up the race, Schlotman continues, is a threatened strike against NBC by the National Association of Broadcast Employes and Technicians: "If there is a strike and the other unions honor the NABET picket line, the ratings race could be hindered by production problems. NBC also has 15 programs (new and old) in new time periods, so their climb up the ladder will not be easy. But one thing is for sure, they certainly are trying harder."

The report projects audience shares, program by program, in the context of the schedules as currently set. Among ABC's eight new series, *Hotel* gets a 31, *Madeline* a 26, *Just Our Luck* a 23, *Hardcastle & McCormick* and *Webster* 22 each, *It's Not Easy* a 21 and *Lottery* and *Medstar* 20 each.

Among CBS's five new series, Katz sees *After M*A*S*H* as getting a 30 share, *Emerald Point N.A.S.* a 26, *Scarecrow and Mrs. King* a 25, *Whiz Kids* a 23 and *Cutter to Houston* a 20.

For NBC's nine new series, Katz anticipates that *Manimal* and *We Got It Made* will each get a 25 share, *Mr. Smith* a 24, *Rousters* a 23, *Bay City Blues*, *Boone: An American Legend*, *Jennifer Slept Here* and *Yellow Rose* 22 each, and *For Love and Honor* a 21. ☐

Rates debate. The Los Angeles Olympic Organizing Committee was downplaying a report published in the Aug. 27 edition of *TV Guide* suggesting that the Soviet Union obtained broadcast rights to the 1984 summer Olympics at "bargain rates." The report pointed out that, under terms of an agreement reached last month, the Soviet Union, along with Eastern European nations and Cuba, is paying $3 million for 250 hours of coverage, compared with the $225 million paid by ABC-TV for 187.5 hours of origination.

ABC had no immediate comment on the disparity, but LAOOC spokeswoman Amy Corliss said a number of factors are considered in contract negotiations beyond average cost by television set. She noted that state-owned television systems lack the ability to recoup rights costs through advertising, many do not broadcast in color and have traditionally paid rights fees that are triple those negotiated in the previous Olympic games. Corliss said the Soviet Union and the European Broadcasting Union, which is paying about $20 million for 480 hours of coverage to 31 countries, are both paying fees that are about three times those paid during the 1976 Olympics in Montreal.

Ratings Roundup

In the prime time ratings, this most recent week was like the week ending Aug. 28: Nine of the top 10 programs, 16 of the top 20, 28 of the top 30 and 36 of the top 40 were repeats. The order of finish was not quite a repeat. CBS-TV won again, with a Nielsen average rating/share of 13.1/24, but ABC-TV edged ahead of NBC-TV to take second place with a 12.8/23, while NBC came in at 12.6/23.

ABC News's *20/20*, one of two originals in the top 20, placed second for the week with an 18.1/33. In first place was a repeat of the *Circus of Stars* special on CBS (19.4/33). The other top 20 original was the 90-minute premiere of *Two Marriages* on ABC Tuesday at 9:30 p.m. (NYT) which scored a 15.7/27 to tie (with *Simon and Simon* on CBS and "Godfather Part I" on NBC) for 11th rank (*Two Marriages* now moves to Wednesday at 9-10 p.m.)

Apart from *Two Marriages*, the highest rated entertainment originals were *On the Road with Charles Kuralt* on CBS, which produced an 11.4/22 to rank 40th, and *Reggie*, an ABC limited series, which came in at 11.3/29 and 41st. Two other ABC summer series, *Hamptons* and *Eye on Hollywood*, dropped to 9.6/17 and 8.8/17 respectively, the former ranking 55th and the latter in a three-way tie for 59th. One of those in the three-way tie was CBS's *Our Times with Bill Moyers* summer series (8.8/16); the other was a repeat of ABC's *Happy Days* (8.8/17).

NBC played off *Firm*, a pilot for a projected series that didn't make it, Tuesday at 10-11 p.m. and outpointed an original showing of "Sherlock Holmes" on CBS, 12.7/22 to 9.0/16, although *Two Marriages*'s 15.27 easily won the period.

The First 20

1.	*Circus of the Stars*	CBS	19.4/33
2.	*20/20*	ABC	18.1/33
3.	*NBC Monday Night Movie*—The End		17.8/30
4.	*A Team*	NBC	17.5/32
5.	*60 Minutes*	CBS	16.8/36
6.	*Fantasy Island*	ABC	16.3/32
7.	*Jeffersons*	CBS	16.3/28
8.	*Facts of Life*	NBC	16.3/28
9.	*Knight Rider*	NBC	16.1/30
10.	*ABC Sunday Night Movie*—The Choirboys	ABC	15.8/28
11.	*Simon & Simon*	CBS	15.7/27
11.	*NBC Sunday Night Movie*—The Godfather, Part I	NBC	15.7/27
11.	*Two Marriages Special*	ABC	15.7/27
12.	*Family Ties*	NBC	15.3/26
13.	*Trapper John, M.D.*	CBS	15.2/27
14.	*Remington Steele*	NBC	15.0/26
14.	*Three's Company*	ABC	15.0/26
15.	*Goodnight, Beantown*	CBS	14.9/23
16.	*Love Boat*	ABC	14.8/26
17.	*Benson*	CBS	14.7/23

The Final Five

63.	*Powers of Matthew Star*	NBC	8.4/16
64.	*Archie Bunker's Place*	CBS	8.4/17
65.	*NBC Reports: Machines vs. People*	NBC	7.7/14
66.	*Casablanca*	NBC	7.0/14
67.	*Gnomes*	CBS	6.8/14

HAAT: 270 ft.)—Seeks assignment of license from Bay Broadcasters Inc. to Leisure Market Radio Inc. for $700,000. Seller is owned by Ronald L. Hickman, president, and wife, Barbara, (89.8% jointly) and Michael Collins (10.2%). It has no other broadcast interests. Buyer is group of East coast investors, headed by Robert Richer, president (10%). He is former vice president and general manager of Group W Radio Sales. Filed Aug. 25.

■ WNPC(AM) Newport, Tenn. (1060 khz, 1 kw-D)—Seeks assignment of license from Millard V. Oakley to W.N.P.C. Inc. for $79,000 plus other considerations. Seller is owned by Millard V. Oakley, Edward M. Johnson and Carroll Wayne Harris. Johnson is trading WCSV(AM) Crossville, Tenn. for WNPC. Oakley has interest in WREA(AM) Dayton, WLIV-AM-FM Livingston, all Tennessee and WKXN(FM) Greenville, Ala. He is also applicant for six new TV's, new FM at Killeen, Tex., and 72 LPTV's. Buyer is owned by Johnson and Harris, president. Johnson has interest in WTNR(AM) Kingston, Tenn., and 15 LPTV's. Filed Aug. 22.

■ KNEL(AM)-KIXV(FM) Brady, Tex. (1490 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Radio Brady Inc. to SEC/CESS Broadcasting Inc. for $450,000, including noncompete agreement. Seller is principally owned by Edgar R. Keeling Jr., president. It has no other broadcast interests. Buyer is owned by Stephen R. Everett, president (60%) and Travis M. Roach Jr. (40%). It has no other broadcast interests. Everett is general manager of KBIL-FM San Angelo, Tex., and Roach is Ballinger, Tex.-based attorney and CPA. Filed Aug. 22.

■ KDCD-TV Midland, Tex. (ch. 18; 1.6 kw max.; .813 kw horiz. vis.; 162 w aur.; HAAT: 390 ft.—Seeks assignment of license from Midland Telecasting Inc. to Plains Television Ltd. for $50,000. Seller is headed by Henry C. Darwin, president. It has no other broadcast interests. Buyer is owned by Michael Massey (20%) and W.H. Graham (80%). Graham is publisher of *Leader*, Lovington, N.M. daily newspaper. He also has interest in KDOR-TV Bartlesville, Okla., and has interest in applicant for new TV's at Casper, Wyo., and Gallup and Las Cruces, both New Mexico. Filed Aug. 17.

■ WVBK(AM) Herndon, Va. (1440 khz, 1 kw-D, DA-D)—Seeks assignment of license from United Communications Corp. to Bid and Buy Inc. for not more than $100,000 to be determined. Seller is owned by Ernest G. Peltz, president, who has no other broadcast interests. Buyer is owned by Albin Richard Bloomburg (Dick Vance), president, who has no other broadcast interests. Filed Aug. 17.

■ [CP] KLWY(TV) Cheyenne, Wyo. (ch. 27; 4,270 kw vis., 427 kw aur.; HAAT: 760 ft.)—Seeks assignment of license from The Chrysostom Corp. to Heart of Wyoming Television Inc. for $125,000. Seller is headed by Daniel M. Burke, president. It also owns KCWY-TV Casper, KOWY(TV) Lander and KWWY(TV) Rock Springs, all Wyoming. Buyer is principally owned by A.J. Stanton Jr., president, who owus 50% of applicant for new TV at Casper. Filed Aug. 16.

Actions

■ WDOV(AM)-WDSD(FM) Dover, Del. (1410 khz, 5 kw-U; FM: 94.7 mhz, 50 kw; HAAT: 360 ft.)—Granted assignment of license from Rau Radio Stations Inc. to Dover Broadcasting Inc. for $2.3 million. Seller has also sold, subject to FCC approval, WNAV(AM)-WLOM-FM Annapolis, Md. Buyer is owned by Barry J. Dickstein and Joel M. Hartstone, principals of Hartstone & Dickstein, Hartford, Conn., investment banking firm specializing in broadcasting. (BAL,H-830627HD,E). Action Aug. 16.

■ WDUN(AM) Gainesville, Ga. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WDUN Radio Inc. to WGGA Radio of Gainsville Inc. for $425,000. Seller is owned by John W. Jacobs jr. and James A. Dunlap, who also own WWLT(FM) Gainesville. They are also buying WGGA(AM) Gainesville (see below). Buyer is owned by Terry W. Barnhardt, president. He is cheese broker, who has no other broadcast interest. (BAL-830621FS). Action Aug. 10.

■ WGGA(AM) Gainesville, Ga. (550 khz, 5 kw-D, 500 w-N, DA-N). Granted assignment of license from Radio Station WGGA Inc. to WDUN Radio Inc. for $750,000. Seller is owned by Kirk Broadcasting. It is Moultrie, Ga.-based owner of five AM's and two FM's, principally owned by James L. Kirk II. Buyer is owned by John W. Jacobs and James A. Dunlap, who also own WDUN(AM)-WWLT(FM) Gainesville. They are selling WDUN(AM) Gainesville (see above). (BAL-830622FU). Action Aug. 10.

■ WRNZ(FM) Wrens, Ga. (96.7 mhz, 1.05 kw, HAAT: 500 ft.)—Granted assignment of license from Frank L. Ayers to ComCast Inc. for $286,900. Seller has no other broadcast interests. Buyer is principally owned by Richard B. Armfield Jr., president (88%). He is for[illegible] vice president and general manager of WNCT-TV Greenville, N.C., and has no other broadcast interests. (BALH-830630HS). Action Aug. 16.

■ KLER-AM-FM Orofino, Idaho (1300 khz, 1 kw-U, DA-N; FM: 95.3 mhz, 100 w; HAAT: 750 ft.)—Application dismissed for assignment of license from Arthur R. Hunt to Clearwater Broadcasting. (BALH-830718HF,G). Action Aug. 10.

■ WKZE-AM-FM Orleans, Mass. (1170 khz, 1 kw-D, DA; FM: 104.7 mhz, 50 kw; HAAT: 300 ft.)—Granted assignment of license from K-Z Radio Inc. to Cape Media Inc. for $2.05 million. Seller is owned by Donald L. Wilks, president, Michael E. Schwartz and Albert J. Makkay (one-third each). Wilks and Schwartz also own WIXY(AM)-WAQY(FM) Springfield, Mass.; WKRZ-AM-FM Wilkes-Barre, Pa.; WZFM(FM) Briarcliff Manor, N.Y., and WPET(AM) Greensboro, N.C. Makkay has no other broadcast interests. Buyer is owned by David A. Roth, Boston neurosurgeon, who owns WIRA(AM) and WOVV(FM) Fort Pierce, Fla., and KCBN(AM)0KRNO(FM) Reno, Nev. BAPL,H-830628HB,C). Action Aug. 15.

■ KFMP(FM) Cape Girardeau, Mo. (102.9 mhz, 24 kw, HAAT: 680 ft.)—Granted assignment of license from Communications Systems Inc. to Zimmer Broadcasting Co. Inc. for $70,000. Seller is owned by Lionel D. Speidel, president (50.2%) and wife, Edna (49.8%). They have no other broadcast interests. Buyer is owned by Jerome B. Zimmer, president (52%), his sons, Jerome R. and John P. (10% each). It also owns KZYM(AM) Cape Girardeau. (BALH-830701HD). Action Aug. 18.

■ [CP] WRDG(TV) Burlington, N.C., (ch. 16, 4,502 kw max. and 3,646 kw horiz. vis., 450 kw max. and 365 kw horiz aur., HAAT: 520 ft.)—Granted assignment of license from National Group Telecommunications of Burlington to Louis J. Kearn and family for $22,834, less other considerations. Seller is headed by N. John Douglas, who also owns 54% of KSTS(TV) San Jose, Calif. Buyer is owned by Louis J. Kearn; his wife, Shirley C., and their children, Robert L. and Janet L. Louis Kearn has 10.4% interest in seller. (BAPCT-830620KI). Action Aug. 18.

■ WABV(AM) Abbeville, S.C., (1590 khz, 1 kw-D)—Granted assignment of license from Abbco Inc. to Lively Broadcasting Inc. for $100,000. Seller is principally owned by William Brissey, president, Norman Whamm, Paul S. Mimms and William Thompson. None has other broadcast interests. Buyer is principally owned by Edward Lively, president (58.65%), who is engineering director for Jimmy Swaggart ministries, licensee of 3 FM's and 4 AM's. (BAL-830617FJ). Action Aug. 10.

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

■ *WSJK-TV Sneedville, Tenn. (ch. 2, 100 kw vis., 20 kw aur., HAAT: 1,760 ft.)—Granted assignment of license from Tennessee State Board of Education to East Tennessee Public Communications Corp. Seller is noncommercial educational TV, headed by Robert L. McElrath, chairman. It also owns WCTE(TV) Cookeville, WTCI(TV) Chattanooga, and WLJT Lexington, all Tennessee. Buyer is nonprofit corporation, headed by Charles Davis, chairman. It has no other broadcast interests. (BALCT-830708KF). Action Aug. 17

■ KTHE(AM) Thermopolis, Wyo. (1240 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Big Horn Basin Broadcasting Co. Inc. from Bruce R. Long (100% before; none after) to Longcrier Radio Inc. (none before; 100% after). Consideration: $250,000, including noncompete agreement. Principals: Seller also owns KURA(AM) Moab, Utah, and CP's for new FM's at Moab and Thermopolis, latter one is included in this sale. Buyer is owned by B. Edward Longcrier, president and his wife, Dee Ann (51% jointly); his brother, Paul, and Paul's wife, Jeri (49% jointly). Edward Longcrier is announcer and engineer at KELA-AM-FM Centralia, Wash., Dee Ann Longcrier is medical technologist; Paul and Jeri Longcrier are public school teachers. (BTC-830621FQ). Action Aug. 16.

Facilities changes

AM applications

Tendered

■ KKMC (880 khz) Gonzales, Calif.—Seeks CP to increase night power to 5 kw. Ann. Aug. 26.

■ WJCM (960 khz) Sebring, Fla.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 5 kw; install DA-2, and make changes in ant. sys. Ann. Aug. 25.

■ KCNW (1380 khz) Fairway, Kan.—Seeks CP to change hours of operation to day-time only; change power to 2.5 kw; change to non-DA; change TL, and change ant. sys. Ann. Aug. 25.

■ KJCB (770 khz) Lafayette, La.—Seeks CP to increase day power to 10 kw and change to DA-2. Major environmental action under section 1.1305. Ann. Aug. 26.

■ WHSM (910 khz) Hayward, Wis.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Ann. Aug. 26.

Accepted

■ WIZY (1560 khz) Gordon, Ga.—Seeks modification of CP (820803AG) to change TL. Ann. Aug. 22.

■ WRTH (590 khz) Wood River, Ill.—Seeks modification of license to change RC. Ann. Aug. 24.

■ WRNB (1490 khz) New Bern, N.C.—Seeks modification of license (BL-80123AB) to change main SL. Ann. Aug. 26.

■ KISD (880 khz) Medfod, Ore.—Seeks modification of CP (800827AC) to change main SL and request waiver of section 73.1125(B)(2) of rules.

■ WNIS (1350 khz) Portsmouth, Va.—Seeks modification of CP (BP-21003) to change main SL and request waiver of section 73.1125(B)(2) of rules. Ann. Aug. 25.

■ WAMV (1420 khz) Amherst, Va.—Seeks modification of CP (810731AJ) to change main SL. Ann. Aug. 22.

FM applications

Tendered

■ WRPN-FM (90.1 mhz) Ripon, Wis.—Seeks CP to increase power to .231 kw and change from class A to class D. Ann. Aug. 26.

Accepted

■ KNDE (99.5 mhz) Tucson, Ariz.—Seeks modification of CP (BPH-820915AH) to change ERP to 75 kw; change HAAT to 172 ft., and change coordinates. Ann. Aug. 24.

■ WXCS (106.9 mhz) Hagerstown, Md.—Seeks CP to change ERP to 14.94 kw; change HAAT to 866 ft., and change coordinates. Ann. Aug. 24.

■ WFMV-FM (106.3 mhz) Blairstown, N.J.—Seeks CP to change ERP to .34 kw and change TPO. Ann. Aug. 24.

■ KNFB(94.3 mhz) Nowata, Okla.—Seeks modification of CP (BPH-820326AX) to change ERP to 3 kw; change

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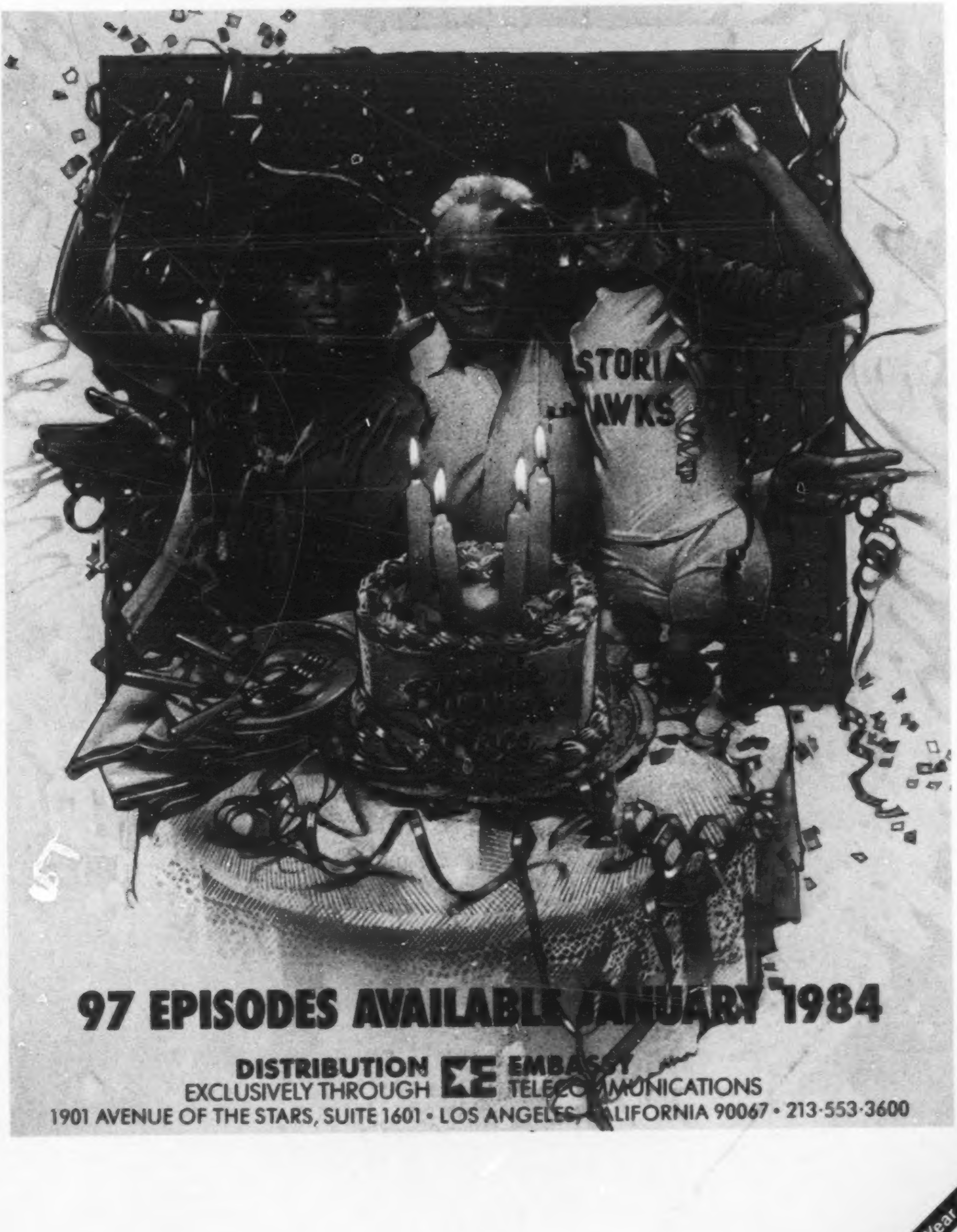
The Fifth Estate

Broadcasting Sep 12



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Vol. 105 No. 11

Broadcasting Sep 12

Multichannel MDS filings eclipse LPTV record □ FCC eases AM daytimer restrictions, reaffirms family viewing decision □ Eastern Cable Show coverage □

MDS FLOOD □ Thousands of applications pour into FCC for multichannel multipoint distribution service. **PAGE 23.**

FCC ACTION □ Commission eases restrictions on AM daytimer operations and backs Wiley-commission decision on family viewing case. **PAGE 24.**

FIRST WEEK □ Executives at NBC, ABC and PBS voice approval of first-week accomplishments of new news formats. **PAGE 25.**

READY FOR ACTION □ Three broadcast networks finalize dates for fall premieres. Day-by-day chart begins on **PAGE 26-27.**

CABLE CONFAB □ Eastern Cable Show shows slight drop in attendance and exhibitors; other cable show, Jewish holiday cited. ABC Video Enterprises' Granath says cable services need to adapt to survive. Operators hear state of cable deregulation legislation from Hill members. Sports View, a new regional sports programing service centered on Southeast conference college football and basketball games, is announced. Cable Music Services announces Just for Listening cable audio format for radio stations. **PAGE 28-30.**

ON TO THE HILL □ Hollywood production community turns to Capitol Hill to head off FCC's tentative decision to lift syndication and financial interest rules. **PAGE 42.**

INTERFERENCE AFFIRMATION □ Appeals court backs FCC in refusing frequency shift for WLIB(AM) New York because it would cause interference to WCAU(AM) Philadelphia. **PAGE 44.**

ORION STUDY □ Orion Satellite presents FCC with study attacking arguments Intelsat has used against Orion's application. **PAGE 44.**

FIRST VICTORY □ Judge rules CBS doesn't have to show prebroadcast transcript to other judge in New Orleans policemen case. **PAGE 48.**

AMERICAN DEALER □ Harris Corp. agrees to distribute World System Teletext equipment manufactured by British firm in U.S. **PAGE 56.**

FINANCIAL SETTLEMENT □ Financial News Network and former executive agree on terms of dissolution of relationship. **PAGE 56.**

SULLIVAN REVISITED □ Metromedia plans Saturday evening prime time musical and entertainment program for next April. **PAGE 62.**

PAY COMBO □ Viacom and Warner complete deal which will bring second and fourth largest pay services, Showtime and Movie Channel, together. **PAGE 64.**

FRONT LINE □ USIA lends hand in U.S. effort at U.N. in presenting evidence on the downed Korean airliner. **PAGE 66.**

BLAIR EXPANSION □ Blair Television makes management expansion changes. **PAGE 71.**

AM BAND LEADER □ Gene Lothery, head of CBS-Owned AM Stations, is one of few to jump from television to radio. He's helping CBS stations weather what he calls AM's "midlife crisis."

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Business Briefly

TV ONLY

Beatrice Foods ☐ Introduction of new sauces for Rosarita brand Mexican food begins today (Sept. 12) and is scheduled for five weeks. Campaign will run in 13 markets: San Francisco, Los Angeles, Sacramento and San Diego, all California; Denver; Portland, Ore.; Seattle and Spokane, both Wash.; Salt Lake City; Houston; Phoenix and Tucson, Ariz., and Boise, Idaho. Spots will be divided evenly among day, prime and fringe times. Target: women, 18-49. Agency: Dailey & Associates, Los Angeles.

Luzianne Tea ☐ Six-week flight is set to start in early October in 40 markets. Commercials will be carried in daytime and fringe periods. Target: women, 18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Federal Express ☐ Four-week flight has been scheduled to start in early October in approximately 17 markets. Commercials will be placed in news, prime, prime-access and sports

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Ad Vantage

Eastman Radio's evaluation. Availabilities for 25-54 age group continued to lead demographics in second quarter of 1983, reaching 36%, as compared with 33% in similar period last year, according to Eastman Radio, New York. In second place was 18-49, with 17%, followed by 25-49, 10%. Most desired length of campaign was one to four weeks, accounting for 75% of requests, dwarfing five-to-nine weeks, 17%, and 10-14 weeks, 5%.

☐

Really worth it. Dean Witter Reynolds Inc., New York, kicked off extensive campaign last Saturday (Sept. 10) in television, radio and print media to advance its theme: "Dean Witter: Worth Asking About," (below left). Campaign is first since brokerage firm was acquired by Sears, Roebuck & Co. in late 1981. Television commercials will be carried on all three networks on sports and news programs and on financial and business shows on cable television. Network radio spots will be presented during morning and evening drive time on news and classicial music programs. Spot radio commercials will be used in major Dean Witter markets to supplement network radio buy. Campaign will run through end of 1983. Plans for 1984 are now being developed and will include radio spots during winter Olympics and television and radio announcements during summer Olympics. Agency is BBDO New York.

DEAN WITTER
Worth asking about.

Despite George Orwell... Television Bureau of Advertising has produced and distributed to member stations, for on-air use, 30-second spot extolling virtues of television in 1984 (above right). Message from TVB President Roger D. Rice, directed to television advertisers, stresses that in 1984 there will be presidential election, Olympic Games and new programs. Brochure produced by TVB also points out 1984 will have political conventions, recovering economy and congressional elections.

☐

Ad numbers. Local television ad dollars rose 15.4% during first half of 1983, to $1.33 billion, up from '82's total for same period of $1.15 billion, according to Television Bureau of Advertising report. Top three local TV advertisers for this year's January-to-June period were: McDonald's Corp., $47.78 million; Pillsbury Co. (Burger King), $21.96 million, and Pepsico, Inc. (Pizza Hut and Taco Bell), $21.18 million. Chart below lists top 10 local/retail TV advertisers for first six-months of 1983, as reported by TVB. Two companies not on chart, but within top 25 local advertisers, logged largest percentage increases in ad expenditures over '82 period: Bally Manufacturing Corp., with 128% increase (from $2.48 million to $5.66 million), and Southland Corp., with 100% increase (from $3.13 million to $6.27 million).

Top 10 local/retail TV advertisers

Advertiser	Jan.-June 1982	Jan.-June 1983	% change
1. McDonald's Corp.	$41,198,800	$47,785,900	+ 16
2. Pillsbury Co. (Burger King)	11,217,100	21,961,900	+ 96
3. Pepsico, Inc. (Pizza Hut, Taco Bell)	14,569,500	21,180,000	+ 45
4. General Mills (Red Lobster Inns)	13,773,000	12,642,300	– 8
5. Wendy's International	7,537,600	12,591,000	+ 67
6. Safeway Stores	8,428,800	10,340,300	+ 23
7. Federated Dept. Stores	8,257,000	10,155,600	+ 23
8. Sears, Roebuck & Co. *	5,156,300	9,923,400	+ 92
9. R.J. Reynolds Industries (Kentucky Fried Chicken)	6,695,400	9,701,000	+ 45
10. American Stores	9,900,200	9,249,500	– 7

* Includes $1,861,000 for Sears Financial Network and $1,460,400 for Coldwell Banker real estate in 1983, and $60,200 for Coldwell Banker in 1982.

sponsored by *National Institute for Low Power Television*. Sheraton Washington hotel, Washington.

Oct. 5—*National Press Club* luncheon. Speaker: FCC Chairman Mark Fowler. National Press Club, Washington.

Oct. 6—*National Coalition on Television Violence* conference, "Violence on Television: A National Health Issue?" George Washington University, Washington.

Oct. 6—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Denver-Airport, Denver.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Self (202) 296-7245.

Oct. 6-9—*National Black Media Coalition* 10th anniversary media conference, "Trends, Changes and New Directions." Speakers include: FCC Commissioner Henry Rivera; Representatives Tim Wirth (D-Colo.) and Mickey Leland (D-Tex.); National Cable Television Association President Tom Wheeler; Al Neuharth, Gannett; Joel Chaseman, Post-Newsweek; Ed Pfister, Corporation for Public Broadcasting, and Felicia Jeter, CBS's *Nightwatch*. Hyatt-Regency, Washington.

Oct. 7-9—"Economic Issues" conference for journalists sponsored by *Foundation for American Communications* and co-sponsored by *Gates Foundation* and *Colorado Broadcasters Association*. Keystone Conference Center, Keystone, Colo. Information: (213) 851-7372.

Oct. 8—*Illinois News Broadcasters Association* annual meeting. Speaker: Joseph Dembo, VP, CBS Radio News. Holiday Inn Convention Center, Decateur.

Oct. 8-9—Third annual National Video Festival, sponsored by *Sony*. Kennedy Center, Washington.

Oct. 9-11—*Texas Association of Broadcasters* fall engineering conference and convention. Hyatt Regency, Fort Worth.

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

Oct. 10-12—"Children's Television: Still Growing Strong," conference spcnsored by *National Association of Broadcasters' Children's Television Committee*. Hyatt Regency, Washington.

Oct. 11—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Springfield, Va.

Oct. 11—Technical seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 11-15—58th Grand Ole Opry birthday celebration and annual country music celebration. Grand Ole Opry, Nashville.

Oct. 12—*Radio Advertising Bureau* retail and co-op workshop. White Plains hotel, White Plains, N.Y.

Oct. 12-13—*National Association of Broadcasters'* 16th AM directional antenna seminar. Airport Marriott Inn, Cleveland.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 12-16—*Women in Communications* national conference, "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

Oct. 13—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Tara, Braintree, Boston.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

Oct. 18—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Open Mike

Money addition

EDITOR: That was an excellent special report on the blossoming business news programs (BROADCASTING, Aug. 15). Would you please postscript your report to include our very own money and finance program, *Marc Sommers on Money*, which is seen as a portion of our self-help show, *Your Hour*, aired over the Satellite Program Network to over 6.5 million TV households.—*Kathy Marshall Pastore, marketing director, MidAmerica Broadcasting System, Wichita, Kan.*

Another first

EDITOR: To continue the debate of who gets the kudos as having attempted the first all-news format in the country...

Both XETRA and WNUS were preceded by a San Francisco station that began a continuous news format in May 1960. Argonaut Broadcasting bought KJBS in that year, changed the call letters to KFAX(AM) ("K-Facts"), and introduced a revolutionary "newspaper of the air" concept. The station presented continuous news in the style of a newspaper, complete with a sports page, cooking features and a "comics page" (comedy records).

The project was an utter flop—the station had lost a quarter of a million dollars by September of that year. The format was dropped in favor of a proved money-maker: radio religion. KFAX has successfully operated with that format to this day.—*John F. Schneider, president, Northwest Broadcast Systems, Seattle.*

Solomon search

EDITOR: The Solomon Islands Broadcasting Corp. has invited me to carry out some research into the history of broadcasting in the Solomon Islands. So far, my research has indicated that the first radio broadcasting station was established here on Guadalcanal by the American military in 1944. The station, WVUQ, was an outlet of the "Mosquito Network" operated by the American Forces Radio Service. Another station, WVTJ, was sited at Munda on New Georgia. It would be of considerable value to my research project if I could make contact with any American broadcasters who may have been involved in any way with the AFRS operations in Solomon Islands during the Second World War.

In particular I am looking for George Dvorak (program director of WVUQ in 1944) and Parnell Gould (AFRS Southwest Pacific). Other people of interest are former combat correspondents Jack De Chant, Howard Biggerstaff and Jim Hardin. These men made a recording of an air attack on Henderson Field here on Guadalcanal in 1943. This is possibly the earliest known recording made on the island.—*Martin Hadlow, Solomon Islands Broadcasting Corp., Box 654, Honiara, Guadalcanal, Solomon Islands.*

Classical add

EDITOR: Whenever you run articles with lists of companies, such as your enumeration of syndicators in the Aug. 29 issue, I suppose you must get a raft of "what-about-me" letters... of which this is one.

I'm not sure just who "is the largest distributor of classical music in the country," but I do know that WCRB Productions is the only one producing and distributing for three major American orchestras. For these three series, The Boston Symphony Orchestra, The New York Philharmonic and the Boston Pops Orchestra, we produce 156 concert-length programs each year; that's three out of the four American orchestra series that run 52 weeks a year. At last count there were just under 440 radio stations in the United States, Canada, Japan, United Kingdom and Europe that broadcast these programs. That's over 135,000 hours of broadcasts a year.—*John M. Emery, manager, WCRP Productions, Waltham, Mass.*

Errata

Perspective on the Economy, radio series produced and syndicated by The Syndicate, is **offered at no cost**, not barter as reported in Aug. 29 issue.

□

Linde Lipman, director of sales, **WNBC-TV**, New York, **named manager of press and publicity**, not station manager, as reported in "Fates & Fortunes," Sept. 5.

□

United Cable TV is not shutting down its STV operation as reported in BROADCASTING, Sept. 5. In company's 1983 annual report United said it intends to divest its interest in HEN Inc., its STV subsidiary, but will continue to operate it until buyer is found.

□

XETRA-AM-FM Tijuana, Mexico, was inadvertantly omitted by Arbitron from BROADCASTING's annual survey of **top 10 stations** in top 50 markets, (Aug. 29 issue). Listing for San Diego, the 20th market, should have read:

1.	KJQY(FM)	btfl music	25,800
2.	KFMB(AM)	adult contemp.	25,200
3.	KGB-FM	AOR	17,000
	XETRA(FM)	new music	17,000
5.	KYXY(FM)	adult contemp.	16,200
6.	KFMB-FM	soft contemp.	15,800
7.	KPRI(FM)	AOR	13,200
8.	XETRA(AM)	adult contemp.	12,900
9.	KSDO(AM)	news/talk	11,900
10.	KBZT(FM)	adult contemp.	11,800

In survey's listing for **Nassau-Suffolk, N.Y.** (market number 12), extra digit was added to listenership figure for each station.

In listing for **San Antonio, Tex.** (market 38), KZZL(FM)'s format should have been AOR.

lowed to operate with only limited power, far less than the maximum 500 w, and not all will be allowed to operate the full two hours post sunset. The commission, which has already completed the necessary calculations, will notify the stations regarding the extended time they will be allowed to broadcast.

When fully implemented, the commission's rules will permit a dozen stations operating east of dominant IA outlets to begin their broadcast day at 6 a.m. Some two dozen operating west of the dominant station and outside of its service area will also be permitted to start at 6 a.m. local time, regardless of the time of sunrise at the dominant station. Two hundred daytimers operating on Canadian clears will be allowed to start their broadcast day at 6 a.m. when the Canadian agreement is completed. And 2,000 stations—all but 406 of the existing daytimers—will be able to operate for up to two hours after sunset with up to 500 w.

■ In other actions, the commission:

Adopted rules to accommodate a shift of fixed services now located in the 12 ghz band to the 13, 6 and 18 ghz bands. The shift was required because of the allocation of the 12.2-12.7 ghz band to the DBS service on a primary basis. The 18 ghz band is now occupied by cable relay services and, to a lesser degree, broadcast auxiliary (fixed only) operations. Some 2,000 microwave operators are being displaced.

Granted Satellite Business System's application to lease on a long-term basis (six years) five transponders to Skyband, a joint venture of News Satellite Telecommunications Ltd. and Inter American Satellite Television Co. which plans to begin direct broadcast satellite service in the 12/14 ghz band, in the fall.

Initiated a notice of inquiry to help it develop policy for banning the transmission of obscene materials on common carrier facilities. □

Taking stock of the new newscasts

After a week of its new hour-long format, 'MacNeil/Lehrer' staff is pleased; ABC and NBC content with switch to single-anchor formats

With the challenge of covering two of the most dramatic international stories in recent memory—the shooting down of a South Korean passenger jetliner (with 60 Americans on board) by the Russians and the escalating conflict in Lebanon where the U.S. Marines suffered their first casualities—NBC and ABC launched their sole-anchor evening news formats out of New York last week and PBS's *MacNeil/Lehrer* expanded to an hour.

The news executives involved expressed confidence that the changes were the right ones, although they said that a valid assessment was difficult after just one week.

National ratings for the news programs will not be available until later this week, and the overnight ratings that were available for three markets—New York, Los Angeles and Chicago—were indecisive. In Chicago, where, according to the July sweeps, CBS O&O WBBM-TV leads the local news race, the *CBS Evening News* led among the network news programs for Monday, Tuesday and Wednesday last week with an average 9.0 rating/19 share, edging out the *NBC Nightly News*'s 8.8/18.3, while ABC scored a 6.9/14.3. But in Los Angeles where the local news leader is ABC's KABC-TV, *CBS Evening News* came out on top again with a three-day average of 8.7/16.6, while ABC's *World News Tonight* averaged a 7.8/15.3 and *Nightly News* a 5.3/12. And in New York, where the battle for local news audience is very tight, NBC averaged more than a full rating point higher for the first three days of last week than either of its two competitors with 7.8/17. CBS finished second with a 6.3/13.7, followed by ABC with a 5.5/12.3.

For the week ended Sept. 2, the national Nielsens showed CBS on top by close to three points with a 12.6/26, followed by NBC with a 9.9/20 and ABC with a 9.6/20.

PBS's *MacNeil/Lehrer Newshour* aired for the first time on Labor Day (Sept. 5) as a one-hour newscast and executive editor and co-anchor Robin MacNeil reports that while the first night was "a bit rough, we are confident after having gotten through it that the concept is essentially right and that what is needed is day-to-day fine tuning."

For the near term, MacNeil said, the *Newshour* staff has two objectives: to get comfortable with the new format, which will take perhaps a few weeks, and to convince "a skeptical world" that it has the ability to produce all the various elements it intends to deliver.

Filling up the hour each night won't be a problem. "Absolutely not," said MacNeil, adding that, to the contrary, "we'll have some hard choices," as to what to use and what to cut.

Over at NBC, "we are pleased with the results so far," said William Wheatley, senior producer of *Nightly News*, of that program's switch to a sole-anchor format with Tom Brokaw. Roger Mudd, who had been co-anchor with Brokaw until last Monday (Sept. 5), was on vacation during Brokaw's debut last week and it's understood he will make a decision this week as to whether or not to stay with NBC News.

Robert Frye, executive producer of ABC's *World News Tonight*, uses the word "evolution" to define the changes taking place in that program. And, like MacNeil, he noted that slight adjustments here and there will continue for a while. "We discover something else to be taken care of" each evening, he said. Most of the changes, he added, are operational, such as perfecting the camera angles. Editorially, the program is in a state of flux as well. "We're still looking at a lot of ways to approach various stories," he said. "The form and concepts are still very much in an evolutionary stage." □

State of the industry. The financial outlook for the radio industry is on the rise. According to the National Association of Broadcasters annual financial survey of radio stations in 1982; the profit margin for "the typical radio station" rose from 3.5% in 1981 to 9.4% in 1982. The survey also showed that 67% of the 1,618 radio stations participating in the survey reported profits, while only 58% of the 1,704 stations participating in the 1981 survey reported profits.

According to the survey, advertising revenues rose 21% in 1982 and national and regional spot sales climbed 37%. Local sales increased 19% over the 1981 results. Total operating expenses also rose 11.2% in 1982. Sales and promotion costs, the survey said, climbed 32% over 1981, and payroll costs also grew 14%. Below are estimates of revenues, profits and expenses of NAB's typical station in 1981-82.

	1982	1981	% change
Total time sales	$562,500	$465,000	+ 21.0
Network compensation	0	0	0.0
National radio spot	79,200	57,700	+ 37.3
Local advertising sales	483,300	407,300	+ 18.7
Total broadcast revenues	542,300	457,600	+ 18.5
Non-broadcast revenue	1,100	1,000	+ 10.0
Trade-outs and barter	22,200	15,500	+ 43.2
Total operating expenses	491,200	441,800	+ 11.2
Engineering	29,700	28,300	+ 4.9
Program (news and production)	138,000	122,400	+ 12.7
Sales (advertising and promotion)	133,200	101,100	+ 31.8
General and administrative	190,300	190,000	+ 0.2
Selected expense items			
Total salaries	250,300	219,700	+ 13.9
Depreciation and amortization	32,600	24,200	+ 34.7
Cost of outside news service	7,300	7,100	+ 2.8
Music license fees	13,600	10,800	+ 25.9
Pre-tax profit	51,100	15,800	+223.4
Pre-tax profit margin	9.42%	3.46%	5.96 *
Full-time employment	14	14	0

* percentage point difference

Ratings Roundup

With big help from "The Godfather," NBC-TV moved to the top of the prime time ratings for the week ended Sept. 4—its fifth weekly win since the start of the summer season in mid-April. NBC scored an average Nielsen rating/share of 13.5/25, with CBS-TV second at 12.8/23 and ABC third at 11.3/21.

NBC had four of the week's top 10 programs, and three of those were its three "Godfather" repeat episodes. (The first episode played the preceding week.) The second episode, on Monday from 9 to 11 p.m. NYT, easily took its time period with a 16.5/27, and the third episode on Tuesday night did even better with an 18.7/31 that trounced repeats of ABC's regular Tuesday lineup and also outpointed a *Miss Teen USA* special on CBS whose 15.8/26 nevertheless ranked it eighth for the week. "The Godfather" conclusion, Thursday from 8 to 11, slipped back to 15.5/26, behind repeats of CBS's regular lineup (17.1/29) but ahead of ABC's mixture of repeats and originals (11.7/20).

NBC's other top 10 program was a repeat episode of its hottest new series, *A Team* (18.0/32).

CBS played off a pilot, *Johnny Blue*, a detective story set in New Orleans, on Sunday night at 10-11 and pulled an 8.8/17, ranking 58th. College football on ABC Saturday night, UCLA vs. Georgia, came in with a 10.2/22. But ABC's *Two Marriages* summer series remained relatively strong in moving into the Wednesday 9-10 period, scoring a 14.9/25 to tie (with CBS's *60 Minutes*) for 11th place for the week.

The First 20

1.	*Simon & Simon*	CBS	20.3/33
2.	*NBC Movie of the Week*—"The Godfather," part 3	NBC	19.7/31
3.	*Magnum, P.I.*	CBS	18.5/32
4.	*A Team*	NBC	18.0/32
5.	*NBC Monday Night Movies*—"Godfather," part 2	NBC	16.5/27
6.	*Three's Company*	ABC	16.2/26
7.	*Fall Guy*	ABC	15.9/29
8.	*Miss Teen USA*	CBS	15.8/26
9.	*NBC Monday Night Movies*— "The Godfather", part 4	NBC	15.5/26
10.	*Newhart*	CBS	15.1/24
11.	*60 Minutes*	CBS	14.9/33
11.	*Two Marriages*	ABC	14.9/25
13.	*St. Elsewhere*	NBC	14.6/26
14.	*9 to 5*	ABC	14.5/23
15.	*20/20*	ABC	14.2/24
16.	*Facts of Life*	NBC	14.1/23
17.	*Knight Rider*	NBC	13.8/28
17.	*M*A*S*H*	CBS	13.8/22
19.	*NBC Sunday Night Movie*—"Deadly Treasure"	NBC	13.5/26
19.	*Family Ties*	NBC	13.5/22

The Final Five

58.	*Johnny Blue*	CBS	8.8/17
59.	*ABC Movie Special*—"The Bad News Bears"	ABC	8.7/18
60.	*Powers of Matthew Star*	NBC	7.5/17
61.	*Casablanca—part 2*	NBC	7.1/15
62.	*Walt Disney—The Omega Connection*	CBS	6.4/14

NBC does it live. NBC-TV will kick off its prime time premiere week with a series of three variety specials that could become a mid-season replacement series next January. NBC Entertainment President Brandon Tartikoff called *Live and In Person* "a launching pad for a mid-season series" and said the network was pleased to be bringing back "something that used to be a major staple of TV—the live presentation of broad-based entertainment." Paramount Television, in association with Katz-Gallin Producitons, will produce the three one-hour shows from the Shrine Auditorium in Los Angeles, for airing 10-11 p.m. NYT Sept. 27-29. Marty Pasetta and Kenny Solms will co-produce, with Pasetta directing. Sandy Gallin, a producer and Hollywood talent manager, makes his on-camera debut as host. Among the celebrities and musical groups appearing will be Neil Diamond, Dolly Parton, Barry Manilow, Joan Rivers, Kenny Rogers, Rod Stewart, Mac Davis, Linda Ronstadt, Lily Tomlin, Cher, Menudo, Men at Work, Liberace, Culture Club and David Brenner.

erably below what the three networks charge for a comparable period. In addition, Metromedia estimated the show would score a 10 (NTI) rating. ☐

Viacom, Warner complete merger deal

WCI pays $70 million to Viacom in agreement to bring cable's second- and fourth-largest pay services under single roof

Viacom, Warner Communications Inc. and Warner Amex Cable Communications closed their agreement on Sept. 2 to merge Viacom's Showtime with The Movie Channel, the fourth largest pay cable service, operated by Warner Amex Satellite Communications Co., jointly owned by WCI and American Express.

Under the merger agreement, Viacom will own 50% of the merged pay services, which, according to a Viacom spokesman, will be offered essentially as they are now with no significant changes in format. Showtime will continue to be marketed as a broad-based service with a variety of programing, including movies, specials (concerts and Broadway show adaptations) and series. The Movie Channel will continue exclusively to show films.

WCI receives a 31% interest in the merged pay services for which the corporate title is now Showtime/The Movie Channel Inc. For that interest, WCI has paid Viacom $40 million cash and also will pay Viacom an additional $30 million in equal installments over the next six years for consulting services. Warner Amex did not pay cash, but simply traded its 100% stake in The Movie Channel for a 19% share in the merged company. Showtime has been valued at about $150 million and the Movie Channel at about $90 million.

The assets of both services are being pooled into the merged company, including all program holdings and rights, studio facilities and three transponders on Satcom III-R. In addition, Viacom is chipping in two other transponders to which it holds the rights to on Hughes's Galaxy I.

Last week the chairmen of the three partner companies were hailing the agreement as one that would give the merged services greater financial clout and the ability to compete more effectively against Time Inc.'s Home Box Office in the program marketplace. Although even as a merged company, Showtime/The Movie Channel Inc., with the second and fourth largest pay-cable services under its wing, still has a way to go to catch up to the combined subscriber base of HBO (15 million) and sister service Cinemax (3 million). Showtime now has about 4.5 million subscribers and The Movie Channel about 2.5 million.

The merged company may also enter the pay-per-view business. "Viacom not only gains an equity interest in a second pay television channel," said Ralph Baruch, chairman of Viacom International, "but through the venture is better positioned to go forward in pay-per-view and in the pay television market not only in the United States, but throughout the world."

While the companies indicated that they would expand their West Coast programing offices, it's possible that layoffs will be imposed in other departments of the merged services. "When two organizations consolidate into one," said a Viacom spokesman, "there are bound to be some changes."

As expected, Mike Weinblatt, president of Showtime, was appointed president and chief operating officer of the merged services. A Showtime spokesman said the position of chairman and chief executive officer may be created and that Weinblatt has not been excluded from taking that position.

The merger comes after two previous attempts to bring five partners into a merger of the two services, including three movie companies—Paramount, Unviersal and Warner Brothers—and Viacom and American Express. However, those proposals were blocked by the Justice Department on antitrust grounds (BROADCASTING, June 13, et. seq.) ☐

Executive's son indicted in murder. Rick Kyle, 20, the eldest son of Four Star International President Henry H. Kyle, has been indicted by the Los Angeles county grand jury for the murder of his father, shot to death July 22 in his Los Angeles home (BROADCASTING Aug. 1). The younger Kyle was indicted Aug. 30 for first-degree murder and use of a handgun during commission of a crime. Rick Kyle was bequeathed nearly half of his father's $60-million estate under terms of a 1978 will filed last July in Dallas, where Rick Kyle had been living, but Los Angeles police detectives say a copy of a will containing "significant changes" was found in the elder Kyle's briefcase after the shooting. The revised will had not been signed or witnessed, however.

Todd. None has other broadcast interests. Buyer is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises and headed by Chapman S. Root. It has no other broadcast interests. Filed Aug. 30.

■ WEIC-AM-FM Charleston, Ill. (1270 khz, 1 kw-D, 500 w-N, DA-2; FM: 92.1 mhz, 2.2 kw, HAAT: 140 ft.)—Seeks assignment of license from Macomb Broadcasting Co. to Com-Sat Communications Inc. for $650,000. Seller is principally owned by Ernest Huls, president, who is also selling WKIO(FM) Urbana, Ill. (see below). Buyer is owned by Stephen H. Garman, president. He is general manager of WEIC-AM-FM. Filed Aug. 25.

■ WDDD-TV Marion, Ill. (ch. 27, 2,600 kw vis., 260 kw aur.; HAAT: 775 ft.)—Seeks transfer of control of Channel 27 Inc. from Channel 27 Inc. (100% before; none after) to Tri-State Christian TV Inc. (none before; 100% after). Consideration: $1.2 million. Principals: Seller is owned by Dennis F. Doelitzsch (95.5%) and his wife, Joann F. (4.5%). Dennis Doelitzsch also owns WDDD(FM) Marion and WDDW(AM) Johnson City, both Illinois. Buyer is nonprofit corporation, headed by Garth Coonce, president. It has no other broadcast interests. Filed Aug. 24.

■ WKIO(FM) Urbana, Ill. (103.9 mhz, 3 kw; HAAT: 145 ft.)—Seeks transfer of control of Macomb Broadcasting Co. from Ernest Huls (70% before; none after) to Macomb Broadcasting Co. (30% before; 100% after). Consideration: $600,000. Seller is also selling WEIC-AM-FM Charleston, Ill. (see above). Buyer is owned by William A. Earman, president, who already owns 30%. Filed Aug. 25.

■ KAPB(AM)-KWLB-FM Marksville, La. (1370 khz, 1 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 204 ft.)—Seeks assignment of license from Avoyelles Broadcasting Corp. to Kenneth W. Sasso for $260,000. Seller is headed by Guy C. Bellups Jr., president. It has no other broadcast interests. Buyer has been broadcaster for 20 years at various stations, including WWL New Orleans, and is owner of New Orleans-based talent placement company. Filed Aug. 29.

■ WCTD-FM Federalsburg, Md. (107.1 mhz, 2.65 kw, HAAT: 320 ft.)—Seeks assignment of license from Caroline Broadcasting Co. Inc. to Mid-Shore Communications Corp. for $400,000. Seller is headed by Phil Adams, president and general manager. It has no other broadcast interests. Buyer is owned by Ernest R. Colburn, president and wife, Nancy E. (51% jointly) and Frederick P. Koester and wife, Glenna J. (49% jointly). Ernest Colburn is vice president of Rau Radio Stations Inc., which sold, WNAV(AM)-WLOM-FM Annapolis, Md. (BROADCASTING, Sept. 5) and WDOV(AM)-WDSD(FM) Dover, Del. (BROADCASTING, Sept. 5). It also owns three AM's and three FM's. Nancy Colburn is office manager at Chevy Chase, Md. department store. Frederick Koester is general manager of WNAV(AM)-WLOM-FM Annapolis. Glenna Koester is Queen Annes county, Md. school teacher. Filed Aug. 30.

■ KSTF(TV) Scottsbluff, Neb.; KYCU-TV Cheyenne, Wyo., and KTVS(TV) Sterling, Colo. (KSTF: ch. 10, 240 kw vis., 24 kw aur.; HAAT: 840 ft.; KYCU-TV: ch. 5, 100 kw vis., 10 kw aur.; HAAT: 620 ft., and KTVS(TV): ch. 3, 60.6 kw vis., 6 kw aur., and HAAT: 760 ft.)—Seeks assignment of license from Wyneco Communications Inc. to Burke Broadcasting Co. of Cheyenne for $9.7 million (BROADCASTING, Aug. 8). Seller is owned by Lamb Enterprises Inc., Toledo, Ohio-based company, headed by Edward Lamb, chairman. It also owns WICU-TV Erie, Pa. Buyer is owned by A.T. Burke, president (97.9%) and K. Dillon Schickli (2.1%). Burke is Longview, Tex.-based president of bottling company. He has no other broadcast interests. Filed Aug. 30.

■ WMYL(AM)-WIZR-FM Johnstown, N.Y. (930 khz, 1 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from P&L Broadcasting of Johnstown Inc. to Hometown Broadcasting Corp. for $275,000. Seller is owned by Norman T. Pinkard, chairman (two-thirds) and Breverly G. Littles (one-third). It has no other broadcast interests. Buyer is equally owned by Matthew H. Matarasso, president, Thomas H. Shafer, Robert L. Hill and Joseph A. Reilly (25% each). Hill owns 87% of WHRL(FM) Albany, N.Y. Rest have no other broadcast interests. Filed Aug. 29.

■ WHEC-TV Rochester, N.Y. (CBS, ch. 10, 316 kw vis., 39.8 kw aur.; HAAT: 500 ft. WDIA: 1070 khz, 50 kw-D, 5 kw-N, DA-2; KDIA: 1310 khz, 5 kw-U, DA-1)—Seeks assignment of license from BENI Broadcasting of Rochester Inc. to Viacom Broadcasting Inc. for $24.5 million plus swap of WDIA(AM) Memphis and KDIA(AM) Oakland, Calif. (BROADCASTING, July 18). Seller, based in Philadelphia is principally owned by Ragan A. Henry, president. It owns WPDQ(AM) Jacksonville, Fla.; WAOK(AM) Atlanta; WTLC(FM) Indianapolis; WITH(AM) Baltimore; WBLZ(FM) Hamilton, Ohio, and WJAS(AM) Pittsburgh. Buyer, based in New York, is publicly traded company headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. It recently bought KSLA-TV Shreveport, La. (BROADCASTING, April 18). Filed Aug. 26.

■ WCSL(AM) Cherryville, N.C. (1590 khz, 500 w-D)—Seeks assignment of license from Mark Media Inc. to Calvin Robert Hastings for $300,000. Seller is headed by J. Ardell Sink, president. It also has interest in WKYK(AM) Burnsville, N.C., application for new FM at Andrews, S.C., and LPTV at Burnsville. Buyer is headed by Calvin Robert Hastings, who is general manager of WCSL. Filed Aug. 30.

■ WYNC(AM) Yanceyville, N.C. (1540 khz, 1 kw-D)—Seeks assignment of license from Bright Leaf Broadcasting Co. Inc. to Ansum Broadcasting Co. for $80,000. Seller is headed by Robert E. Johnson, president, who has interest in WYAK-AM-FM Surfside Beach/Garden City, S.C. Buyer is owned by Wilbur W. Brann, president; A. Thomas Bowes, Robert L. Dixon and T. Elmo Mitchell (25% each). Brann is director of operations and engineering for TV at Durham Life Broadcasting Inc. Filed Aug. 29.

■ KPET(AM) Lamesa, Tex. (690 khz, 250 w-U)—Seeks assignment of license from KPET Radio Inc. to Richard B. Schiro for $370,000. Seller is headed by Galen O. Gilbert, president. Buyer has no other broadcast interests. Filed Aug. 29.

Actions

■ WBYE(AM) Calera, Ala. (1370 khz, 1 kw-D)—Granted assignment of license from Ralph W. Sears to B.M. Murchison for $150,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. (BAL-830627ED). Action Aug. 18.

■ WSWL(AM) Milton, Fla. (1330 khz, 5 kw-D)—Granted assignment of license from Bright Horizons Productions Inc. to Wave Express Broadcasting Co. Inc. for assumption of $31,250 in debts. Seller is owned by Hans Bott, president (35%), his wife, Christa (1%) and Robert Switzer and his wife, Jean (64% jointly). It has no other broadcast interests. Buyer is equally owned by Neal Nussbaum, president and Mark Bauer, chairman. They also own WWET(FM) Monticello, Ind., and WKIQ(FM) Bowling Green, Ohio. (BAL-830706FF). Action Aug. 22.

■ WWJZ(AM) Sanford, Fla. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Sunshine Air Broadcasting Corp. to William A. Masi for $283,000, including $3,000 noncompete agreement. Seller is owned by William N. Udell, president. It also has interest in WIMS(AM) Michigan City, Ind.; WKAM(AM)-WZOM(FM) Goshen, Ind. Buyer has interest in WVCF(AM) Ocoee, Fla., and WBGC(AM) Chipley, Fla. (BAL-830622FI). Action Aug. 22.

■ WAMT(AM)-WAJX(FM) Titusville, Fla. (1060 khz, 10 kw-D, 5 kw-N, DA-1; FM: 98.3 mhz, 3 kw, HAAT: 234 ft.)—Granted transfer of control of Brevard Broadcasting Co. from Alastair and Edith P. Martin (100% before; none after) to Ogden Newspapers Inc. (none before; 100% after). Consideration: $700,000, including $200,000 noncompete agreement. Seller is equally owned by Alastair B. Martin and wife, Edith P. They also own five AM's and five FM's. Buyer, based in West Virginia, is headed by G. Ogden Nutting, president. It owns 15 daily newspapers in West Virginia, Florida, Iowa, Minnesota and New York; WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C., and WTON(AM) Staunton, Va. (BTC-830706FI). Action Aug. 22.

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	5	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

■ WWWC(AM) Wilkesboro, N.C. (1240 khz, 500 w-D, 250 w-N)—Granted assignment of license from WWWC Inc. to Tomlinson Broadcasting Corp. of Wilkes County for $410,000. Seller is headed by Jeff B. Wilson, president. It has no other broadcast interests. Buyer is owned by Billy G. Tomlinson, president; wife, Helen A. Tomlinson (46 7/8% each); and their son, Omer C. (6 1/4%). Omer C. Tomlinson is director of operations for WCLI(AM)-WZKZ(FM) Corning, N.Y. (BAL-830630EQ). Action Aug. 18.

■ KWOK(AM) Wagoner, Okla. (1530 khz, 500 w-D)—Granted assignment of license from Sherman Enterprises Inc. to Telemonde Corp. for $165,000 plus $15,000 noncompete agreement. Seller is principally owned by Philip Sherman. It has no other broadcast interests. Buyer is owned by Ellen Nelson Durfey, president; her husband, Thomas C. (30% each), and their children, Kendall C., and Nelson T. (20% each). Thomas Durfey is former principal owner of WHVW-AM-FM Hyde Park, N.Y.; Ellen Durfey is former traffic director at WHVW-FM. (BAL-830707FH). Action Aug. 18.

■ KDOV(AM) Ashland, Ore. (1350 khz, 1 kw-D)—Granted assignment of license from Faith Tabernacle Inc. to Atkinson Adventures for $372,500. Seller is headed by Leo C. Wine, president. It has no other broadcast interests. Buyer is owned by Perry A. Atkinson and his wife, Peggy K.; Lee Rehana and wife, Bernice (25% each). Perry A. Atkinson is applicant for new AM at Placerville, Calif. (BAL-830630ES). Action Aug. 18.

■ KNNX(AM) Huntsville, Tex. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from East Texas Wireless Radio to Broadcast Communcations Inc. for $425,000. Seller is principally owned by Peggie McClish Werlinger (51%). It has no other broadcast interests. Buyer is owned by Jack B. Nichols, president; Jack Haney (45% each), and J.D. Dickenson (10%). It also is applicant for new AM at Huntsville, Tex. (BAL-830627EE). Action Aug. 18.

■ KMMZ(AM) Greybull, Wyo. (1140 khz, 10 kw-D)—Application dismissed for transfer of control of KMMZ Radio Ltd. from Dennis E. Reno (20% before; none after) to Jesse Ames Crosby (none before; 20% after). Consideration: Assumption of approximately $24,000 in outstanding bank notes. Principals: Seller is owned by Robert Baird (80% nonvoting stock) and Dennis E. Reno (20%). Reno is also permittee of KZMQ(FM) Greybull. Buyer is program and news director at KMMZ and has no other broadcast interests. (BTC-830314EL). Action Aug. 19.

Facilities changes

AM applications

Tendered

■ KIPR (1260 khz) Diobli, Tex.—Seeks CP to change city of license to Huntington, Tex.; change power to 500 w, and change TL. Major environmental action under section 1.1305. Ann. Aug. 29.

Accepted

■ KIEV (870 khz) Glendale, Calif.—Seeks modification of CP (800904AE) to change night TL and change to DA-N. Major environmental action under section 1.1305. Ann. Aug. 29.

FM applications

Tendered

■ KNDE (99.5 mhz) Tucson, Ariz.—Seeks CP to change ERP to 100 kw and change HAAT to 172 ft. Ann. Aug. 30.

■ KCFS (90.1 mhz) Sioux Falls, S.D.—Seeks CP to change frequency to 90.7 mhz. Ann. Aug. 30.

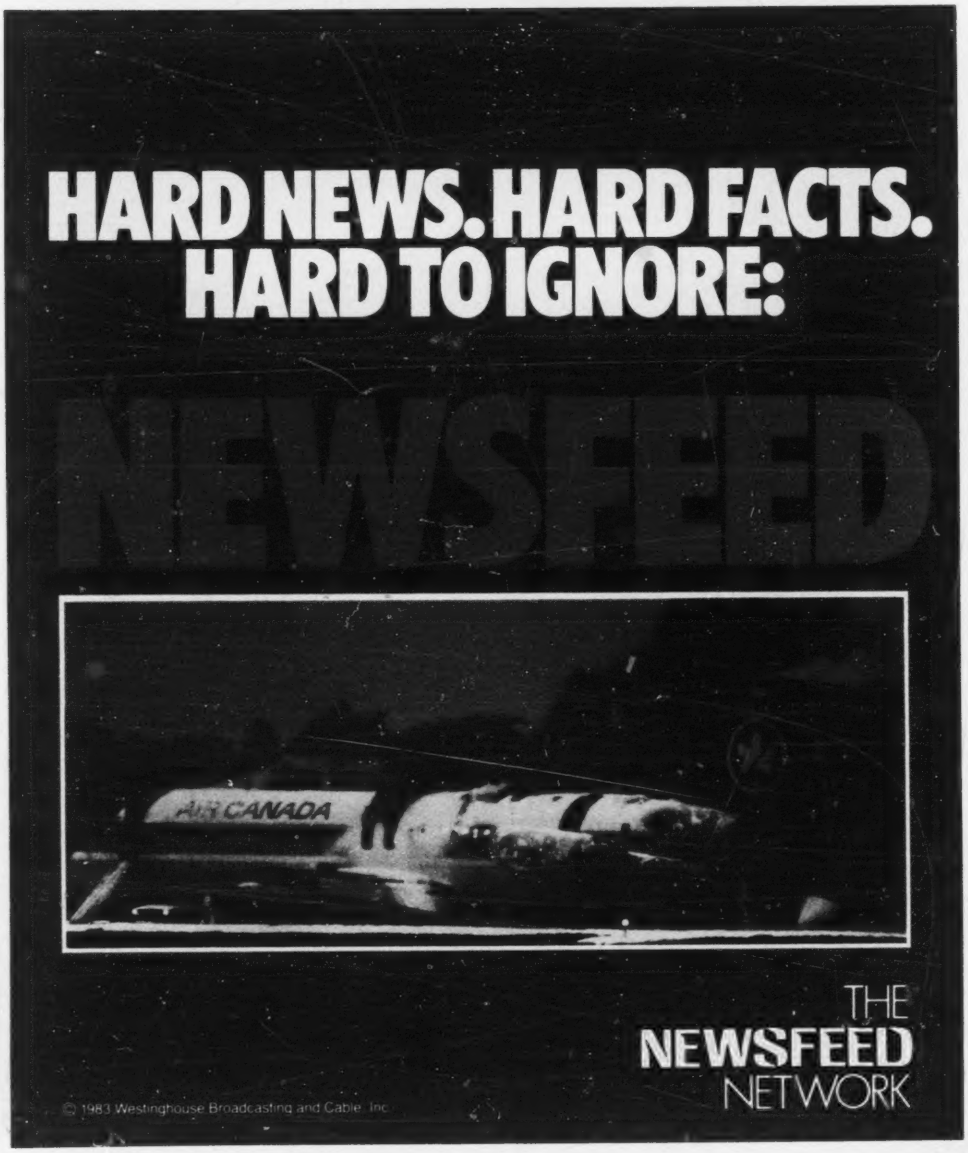
Accepted

■ KLOS 95.5 mhz) Los Angeles—Seeks CP to make

9/19/83 01750-1A

The Fifth Estate

Broadcasting Sep 19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SPECIAL REPORT

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Vol. 105 No. 12

Broadcasting Sep 19

TV spot coming on strong in fourth quarter □ NFL wins unauthorized satellite reception case □ Marti passes Senate □ Special report on journalism

SEE SPOT JUMP □ Reps say fourth-quarter spot television sales prospects look bright, with predicted increases of 15%. **PAGE 31.**

ILLEGAL RECEIVER □ Miami judge rules bars must stop unauthorized interception of NFL games off satellite. **PAGE 32.**

MARTI PASSES □ Senate passes Radio Marti bill, folding service into the Voice of America, a move much to NAB's liking. **PAGE 33.**

RISING TRI-STAR □ Justice Department says it won't stand in the way of the joint production project of HBO, CBS and Columbia Pictures. **PAGE 35.**

WIRTH AMMUNITION □ National Science Foundation report urges commercial broadcasters to program educational fare for children; Wirth expected to use study. **PAGE 35.**

PTAR UNDAMAGED □ FCC nixes Group W suggestion that tentative decision in syndication and financial interest rules case would jeopardize prime time access rule. **PAGE 37.**

PUBLIC POLITICS □ Reagan CPB appointment rejected by board. **PAGE 37.**

TIME RUNS OUT □ Time Inc. folds its program guide service after five months and $47 million in losses. **PAGE 38.**

JOURNALISM SPECIAL □ Deregulation is changing the face of radio news, with many stations expanding, while some are cutting back. **PAGE 50.** Christine Craft case, syndicated news programing and impact of newsgathering technologies are all on the minds of television news directors. **PAGE 56.** CNN's, SNC's and C-SPAN's flexibility in format is allowing them to go live for as long as needed to cover the news. **PAGE 62.** RTNDA prepares for 38th convention in Las Vegas, with Brinkley, Hewitt, Harvey, Sawyer and Chancellor headlining. **PAGE 72.** The RTNDA agenda appears on **PAGE 76,** with exhibitors following on **PAGE 78.**

KEEPING THE EDGE □ Jankowski tells Nebraska broadcasters to remain generalists, stresses localism to keep on top. **PAGE 86.**

PAPER CLEANUP □ FCC begins to sort the 25,000 applications for multichannel multipoint distribution service. **PAGE 94.**

NCTA WHITE PAPER □ Cable association sends House members history of cable-telco relationship. **PAGE 94.**

BLUE WIRE □ FCC to examine issue of obscenity on common carriers. **PAGE 102.**

MYOPIA WARNING □ MBS's Marty Rubenstein calls for increase in radio network rates, casts wary eye on commercial-free programing. **PAGE 112.**

ENG-STL PRESERVATION □ FCC decision moves microwave users to CARS band, leaving broadcast auxiliary service alone. **PAGE 113.**

BENNETT'S BREAKAWAY □ Alan Bennett has been a self-starter all his life, and is banking on success for his latest brainchild, a syndicated afternoon show premiering today (Sept. 19). **PAGE 135.**

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Lieberthal

committed to air the films twice during a two-week release period. Stations receive the programing on a barter basis, retaining 10½ minutes of local advertising and giving up nine-and-a-half minutes to Embassy Media for national sale.

Among stations clearing *Embassy Night at the Movies* are WPIX-TV New York, KTLA(TV) Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia, WCVB-TV Boston, WTTG(TV) Washington and WUAB-TV Cleveland. Embassy claims 35 network affiliates among its participants.

"The networks generally buy three runs over four years when they acquire theatrical rights," Lieberthal pointed out. "We will be buying from ourselves. This cuts the time from date of theatrical release to availability through us to about 18 months, although some films might be available after 12 months and others after 20 months. It will depend on the movie."

Lieberthal said Embassy is "close to being sold out" in national advertising for the Nov. 20 release, but declined to name any sponsors. ☐

Meeting of the minds. Four former network programing chiefs gathered in Beverly Hills last Tuesday (Sept. 13) to field questions from several television critics during a luncheon of the Hollywood Radio & Television Society. L-r: NBC Entertainment President Brandon Tartikoff, president of the society, welcomed former NBC president, Sylvester "Pat" Weaver; former ABC, CBS and NBC president, Fred Silverman; former ABC-TV president, Martin Starger, and former ABC programing vice president, Edgar J. Sherick.

Responses to the critics' questions, which had been submitted in advance, provide few surprises, with much of the time devoted to retelling anecdotes and reminiscing. However, Weaver predicted that network audience shares will plummet without innovation. "If you don't bring it back," he warned, "You are in terrible, terrible trouble." The originator of the *Today* show said he doesn't like any of the morning news and information shows as they are now, accusing them of airing "junk that nobody wants to hear at all, too much back-of-the-book stuff." Asked if personal taste had an impact on their programing decision-making, Sherick said: "If you don't like it and you don't feel it, it probably won't work." Added Starger, "If personal taste doesn't enter into it, I think you're in big trouble." Silverman, in reply to an earlier question, confided, "It was awful" to have to counterprogram shows he'd put on a network when he changed jobs. The only man to have directed programing on all three networks, Silverman said favorite series "are like your babies" and it becomes difficult to compete for the same viewers.

Ratings Roundup

Premieres began to trickle into prime time during the week ended Sept. 11—with promising results.

NBC's *We Got It Made*, moving into the Thursday lineup at 9-9:30 p.m. NYT, produced a Nielsen rating/share average of 19.5/32—not only the highest rated half-hour of that night but the second highest rated show of the week. In addition, a *Cheers* repeat, which followed *We Got It Made*, apparently received some carry-over benefit, turning in an above-average 17.1/28.

ABC's *Lottery!*, making its bow in a 90-minute premiere Friday at 8, swamped its repeat competition on CBS and NBC in scoring a 15.7/31 that ranked 14th for the week.

ABC's *Matt Houston*, following *Lottery!*, returned with a new 90-minute opening episode after a summer of repeats and turned in a 16.1/30, the highest rated show of the night and 13th in the week's rankings. (*Lottery!* and *Matt Houston* move into their regular Friday spots this week, the former at 9-10, the latter at 10-11.)

ABC's *Monday Night Football*, with Dallas vs. Washington for its 1983-84 premiere, not only produced a 22.2/40 (BROADCASTING, Sept. 12) but turned out to be the week's highest rated show.

Overall, ABC won the week with a 15.1/27, while CBS came in second with 14.1/25 and NBC third with 11.7/21. NBC's cause was not helped by its Friday night movie, a repeat of *Golden Girl*, which received a 6.2/12.

The First 20

1.	*NFL Monday Night Football*—Dallas vs. Washington	ABC	22.2/40
2.	*We Got It Made*	NBC	19.5/32
3.	*CBS Tuesday Night Movies*—In Love With An Older Woman	CBS	19.2/33
4.	*Knight Rider*	NBC	18.2/31
5.	*Love Boat*	ABC	17.7/32
6.	*Jeffersons*	CBS	17.6/28
7.	*Hill Street Blues*	NBC	17.3/31
8.	*Cheers*	NBC	17.1/28
9.	*One Day At A Time*	CBS	17.0/27
10.	*Simon & Simon*	CBS	16.6/27
11.	*Magnum, P.I.*	CBS	16.5/30
11.	*Three's Company*	ABC	16.5/27
13.	*Matt Houston*	ABC	16.1/30
14.	*Lottery!*	ABC	15.7/31
15.	*Private Benjamin*	CBS	15.5/24
16.	*Hart to Hart*	ABC	15.4/27
17.	*Facts of Life*	NBC	15.1/26
17.	*Goodnight Beantown*	CBS	15.1/25
19.	*ABC Sunday Night Movie*—"Airport '77"	ABC	15.0/25
19.	*Newhart*	CBS	15.0/24
19.	*M*A*S*H*	CBS	15.0/23

The Final Five

59.	*Powers of Matthew Star*	NBC	8.1/16
60.	*Archie Bunker's Place*	CBS	7.3/14
60.	*Walt Disney—The Omega Connection*	CBS	7.3/14
62.	*Gloria*	CBS	6.8/12
63.	*NBC Movie of the Week*—Golden Girl	NBC	6.2/12

principally owned by Robert V. Doll (45%). Its principles also have interest in WKIC(AM)-WSGS(FM) Hazard; WEKG-AM-FM Jackson, and WGRK-AM-FM Greensburg, all Kentucky, and WOAM(AM)-WAOP(FM) Otsego, Mich. Buyer is owned by Garey A. Beckett, president, and four others (20% each). It is also applicant for new FM at Flemingsburg. Filed Sept. 7.

■ WSMW-TV Worcester, Mass. (ch. 27, 513 kw vis., 102 kw aur.; HAAT: 1,531 ft.)—Seeks transfer of control of SIBOS Inc. from Melvin Simon and others (100% before; none after) to Central Massachusetts Television Inc. (none before; 100% after). Consideration: $8 million. Principals: Sellers are Melvin Simon, president (45%); his brother, Fred Simon (10%), and Irwin Katz (45%), trustee of the Herbert Simon Trust, who is brother of Melvin and Fred Simon. It also has interest in new TV at Indianapolis. Buyer is headed by Nolanda Hill, president, who is 35% owner of KNBN-TV Dallas. Filed Sept. 1.

■ WXGR(AM) Bay St. Louis, Miss. (1190 khz, 5 kw-D)—Seeks assignment of license from William R. Crews and his wife, Freda V., to Badeam Media Ltd. for $390,000. Sellers also own WCVC(AM) Tallahassee, Fla. Buyer is owned by Badeam Media Inc. (72%), headed by Ira C. Hatchett, president, and Richard L. Mays (18%) and Thedford Collins (10%). Collins and Mays have interest in KLRT(TV) Little Rock, Ark. Mays also has interest in new FM's at Panama City, Fla., and Honolulu. Filed Sept. 1.

■ KCSR(AM)-KQSK(FM) Chadron, Neb. (610 khz, 1 kw-D; FM: 97.5 mhz, 100 kw; HAAT: 844 ft.)—Seeks transfer of control of Big Sky Co. from Deloris M. Kath (50% before; none after) to Alan G. Kath (none before; 50% after). Considerations: $250,000. Principals: Seller is representative of estate of her husband, Kermit G. Kath, deceased. As his representative, she also owns KATH-FM Douglas, Wyo.; KGOS(AM)-KERM(FM) Torrington, Wyo., and had interest in KVSH(AM) Valentine, Neb., and KASL(AM) Newcastle, Wyo. Buyer is son of Deloris and Kermit Kath, who has interest in KASL(AM) Newcastle, Wyo. Filed Sept. 1.

■ KMJK(FM) Lake Oswego, Ore. (106.7 mhz, 100 kw, HAAT: 877 ft.)—Seeks assignment of license from Harte-Hanks Radio Inc. to 107 Ltd. for $2.2 million. Seller, based in Phoenix, is headed by John G. Johnson, chairman. It owns four AM's and five FM's and three TV's. Buyer is owned by Victor M. Ives, general partner (9.09%); Homer G. Williams, principal limited partner (22.73%), and seven other limited partners. Ives is general manager of KMJK. Filed Aug. 10.

■ [CP] KFMT(FM) Pendleton, Ore. (103.5 mhz, 100 kw, HAAT: 970 ft.)—Seeks assignment of license from Faith Media Inc. to Andrew F. Harle and Cheryl L. McAnally for $55,223, including $40,000 noncompete agreement. Seller is nonprofit corporation, headed by David L. Jones, president. It has no other broadcast interests. Buyers own 50% each. They also own KTIX(AM) Pendleton. Filed Sept. 1.

■ WSHH(FM) Pittsburgh (99.7 mhz, 10.5 kw, HAAT: 930 ft.)—Seeks assignment of license from Nationwide Communications Inc. to Renda Broadcasting Corp. for $2.7 million, including $50,000 noncompete agreement. Seller is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., and headed by Frank Sollars, chairman. It owns three AM's, six FM's and three TV's. Buyer is headed by Tony Renda, president. It also has interest in WIXZ(AM) McKeesport and WPXZ-AM-FM Punxsutawney, both Pennsylvania. Filed Sept. 6.

■ WJAR-TV Providence, R.I.; KOVR(TV) Stockton, Calif.; WCPX-TV Orlando, Fla.; KSAT-TV San Antonio, Tex., and WCMH-TV Columbus, Ohio; WTOP(AM) Washington; WQRS-FM Detroit; WIOQ(FM) Philadelphia, and KIQQ(FM) Los Angeles. (WJAR-TV: ch. 10; 316 kw vis., 50 kw aur., HAAT: 1,000. KOVR: ch. 13; 281 kw vis., 42.7 kw aur.; HAAT: 1,490 ft. WCPX-TV: ch. 6; 74.1 kw vis., 14.8 kw aur.; HAAT: 1,460 ft. KSAT-TV: ch. 12, 316 kw vis., 63.2 kw aur.; HAAT: 1,480 ft., WCMH-TV: ch. 4. 400 kw vis., 15 kw aur.; HAAT: 903 ft. WTOP: 1500 khz, 50 kw-U, DA-2. WQRS-FM: 105.1 mhz, 50 kw; HAAT: 480 ft. WIOQ(FM) Philadelphia: 102.1 mhz, 30 kw; HAAT: 650 ft. KIQQ: 100.3 mhz, 5.1 kw; HAAT: 3,060 ft.)—Seeks transfer of control The Outlet Co. from Joseph S. Sinclair and others to Rockefeller Center Inc. for $332 million (BROADCASTING, May 9). Seller is Providence, R.I.-based group owner, headed by Bruce Sundlun, president. Buyer is headed by Richard Voell, president and CEO. It owns Cushman & Wakefield, national commercial real estate brokerage and management firm; Rockefeller building complex in New York; Wesseley Energy Corp., Dallas-based oil and gas exploration and marketing company, and Radio City Music Hall Productions Inc. Filed Aug. 4.

■ [CP] WRPX(AM) Hudson, Wis. (740 khz, 500 w-D, DA)—Seeks transfer of control of Cornwall Broadcasting Corp. from Milton A. Cornwall and Lois M. Cornwall (80% before; none after) to John E. Blomquist and others (none before; 80% after). Consideration: $25,000. Principals: Sellers are husband and wife, who have no other broadcast interests. Buyer is also owned by Stewart G. Dahl (20%) and William C. Cornwall (29%), son of Milton and Louis Cornwall. Dahl owns KABG(FM) Cambridge, Minn. Filed Sept. 1.

Actions

■ KJEM(AM) Bentonville, Ark. (1190 khz, 5 kw-D)—Granted transfer of control of JEM Broadcasting Co. Inc. from G. Ronald Rye (12% before; none after) to Jim Tiley (44% before; 56% after). Consideration: assumption of $16,000 notes, plus interest. Principals: Seller is owned by

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	366
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

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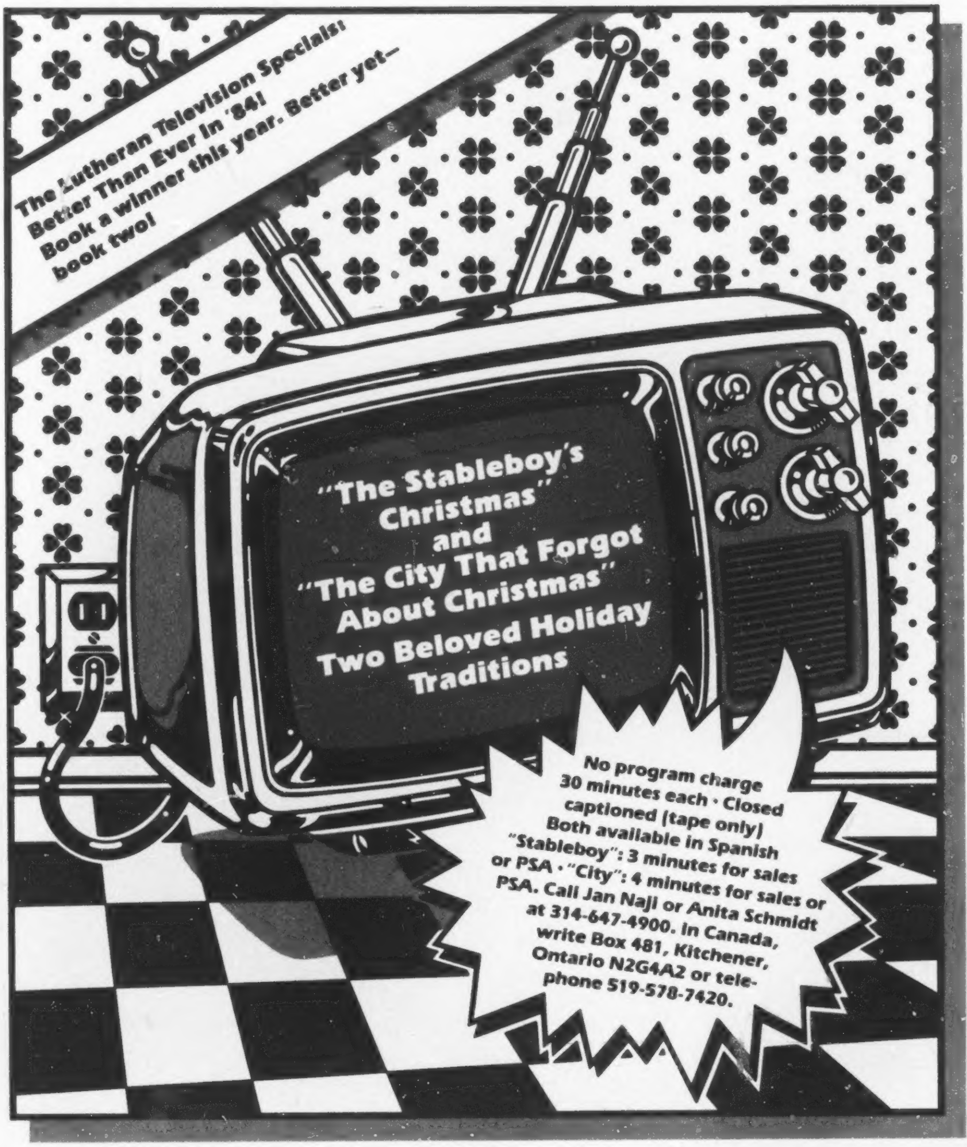
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Vol. 105 No. 13

Broadcasting▫Sep 26

FCC moves to rewrite rule of sevens ☐ Gut fighting shifts to Hill on financial interest-syndication rules ☐ SNC and CNN Headline News may merge ☐ RTNDA in Vegas ☐

GOING, GOING... ☐ FCC votes to begin rulemaking to lift 7-7-7 multiple ownership limits. **PAGE 27.**

CONCENTRATED LOBBYING ☐ Fast-paced Hill action on FCC financial interest and syndication rules finds Hollywood winning momentarily but outcome still in doubt. **PAGE 28.**

WOMETCO BUYER ☐ Firm that bought KTLA(TV) Los Angeles antes up $842 million to buy cable MSO, broadcaster and bottler, Wometco Enterprises. **PAGE 29.**

DAY ON HILL ☐ Week of testimony on Capitol Hill centers on minority opportunities in entertainment industry. **PAGE 30.**

NEWS MERGER? ☐ Satellite News Channel and CNN Headline News engage in preliminary discussions on combining two news services. **PAGE 31.**

RTNDA's VEGAS SHOW ☐ Panelists discuss fallout from Christine Craft case. CBS executives discuss era of litigation. *60 Minutes's* Hewitt blasts newspaper television critics' views on television news. **PAGES 32-34.**

VIEWER EROSION ☐ Syracuse, N.Y., market survey by *Reader's Digest* claims further inroads on network audience made by competing media. **PAGE 44.**

MORE WORDS ☐ Parties take familiar sides in reaction to FCC tentative decision on financial interest and syndication rules. **PAGE 48.**

ASCERTAINMENT SCUFFLE ☐ CBS agrees to turn over programing information to Wirth; earlier problems termed "misunderstanding." **PAGE 58.**

REGIONAL RELOOK ☐ FCC rulemaking to lift regional concentration limits draws applause from broadcasters. **PAGE 58.**

LOOKING UP ☐ CBS's Jankowski describes upbeat fourth-quarter scatter market, sees network unit prices up 15% over upfront selling season. **PAGE 62.**

NO ON ADS ☐ Committee charged with examining alternative funding for public broadcasting gives advertising unfavorable recommendation. **PAGE 64.**

MINORITIES AND MEDIA GATHERING ☐ Leland reminds broadcasters of EEO guidelines, blasts programing stereotyping. **PAGE 66.** Minorities hear list of present and potential business ventures. **PAGE 66.** Jackson urges media to use their influence and push for voter registration. **PAGE 70.**

NORTH AMERICAN AGREEMENT ☐ Canadian, Mexican and American broadcasters meet in San Diego; pass resolutions on Cuban interference, copyright. **PAGE 75.**

HDTV BREAKTHROUGH ☐ CBS develops new high-definition system that could be used for DBS, cable or MDS on conventional sets. **PAGE 77.**

CABLE COLONIST ☐ Jack Clifford has led the building of Colony Communications' cable fortunes and is setting his sights on helping the entire cable industry sell advertising. **PAGE 95.**

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Second 'Digest' study claims network TV erosion

Magazine survey of Syracuse says cable homes spend less time watching networks; TVB questions accuracy of research

The latest salvo fired by *Reader's Digest*, purportedly demonstrating that network television shares have substantially eroded in markets where cable television coexists, seems to be arousing little interest or formal counterarguments from the three major networks.

In a back cover advertisement in the Sept. 5 issue of *Advertising Age*, *Reader's Digest* proclaimed: "If you think the Tulsa study showed network erosion, wait'll you read the Syracuse study." The advertisement was the first public release of a study *Reader's Digest* commissioned from New York-based Audits and Surveys on the erosion of network television viewing in the Syracuse, N.Y., market. Conducted in June, the Syracuse study is similar to one done by Audits & Surveys in Tulsa, Okla., for *Reader's Digest* last January (BROADCASTING, Feb. 28).

According to the Syracuse study, the network share of prime time viewing averaged 89% in noncable homes, while in cable homes it dropped to 51%. In the Tulsa study, an A.C. Nielsen report was cited which found the network shares in prime time averaged 90% in noncable homes, 74% in 12-channel cable homes and 56% in 36-channel cable homes. In Syracuse, cable penetration is almost 60%, with all three systems of 36 channels or more.

The advertisement said Syracuse "confirms what we've been saying: Network erosion isn't a geographic or temporary fluke; it's a nationwide, permanent, snowballing effect." The advertisement went further, claiming that the Syracuse study "confirms something else: the rising threat of commercial 'zapping.' " ("Zapping" is the switching from one channel to another with a remote control unit to avoid commercial interruption.)

However, according to the study, only the incidence of remote control units in cable and noncable homes was measured—not the

Specials and new shows give ABC ratings win

ABC-TV captured a solid win in the prime time ratings race for the week ended Sunday, Sept. 18, the second-to-last in the 1982-83 season and one sprinkled with nine specials and the new-season premieres of the seven new and returning network series. It was the second consecutive weekly win for ABC, which has trailed both CBS-TV and NBC-TV in the ratings for much of the summer.

For the week, ABC averaged a 16.2 rating/27.8 share, according to A.C. Nielsen's National Television Index. CBS was second but more than two rating points behind, averaging a 14/23.9, while NBC, which began the week with nightly wins on Monday and Tuesday but finished with unusually poor showings on Friday and Sunday, averaged a 13.8/23.5

ABC finished first on Wednesday, Friday, Saturday and Sunday and second on Monday and Tuesday. Its only third-place performance came Thursday, when a special NFL football broadcast of the Cincinnati Bengals vs. Cleveland Browns (12.0/23) and a repeat episode of its cancelled comedy, *Too Close For Comfort* (9.7/17) produced a nightly average of 12.7/24.6. CBS finished first on Thursday (17.5/29.8) with repeat episodes of its regular lineup and NBC came in second (16.0/27.1) with episode two of its new half-hour comedy, *We Got It Made* (17.3/27) plus repeats of the rest of its regular lineup.

ABC's strongest performance came Sunday, when a one-hour, 8 p.m. special, *Life's Most Embarassing Moments* (21.7/35), nearly tied the premiere installment of CBS's *60 Minutes* (21.7/37), which began airing nearly 30 minutes late, due to a football game overrun. At 9 p.m. Sunday, ABC aired the week's highest-rated program, the two-hour special premiere of its new action adventure series, *Hardcastle & McCormick* (26.7/43), which yesterday (Sept. 25) began airing in its regular, 8 p.m. Sunday slot.

NBC captured Monday and Tuesday nights with repeats of parts two and three of the mini-series, *Beulah Land*, which averaged 18.3/29 on Monday and 19/31 on Tuesday. Monday's lead-in, a one-hour special, NBC's *All-Star Happy Hour* (18.1/29) flattened not only a pair of half-hour repeats on CBS (10.8/17) but the premiere episode of ABC's *That's Incredible* (11.8/19). ABC's *Monday-Night Football*, a game between the San Diego Chargers and Kansas City Chiefs (16.5/29) came in third time period, and, as did the NFL season opener the week before, averaged ratings below those captured for the second Monday-night game of last season, a contest between the Green Bay Packers and the New York Giants (19.9/34).

After *Hardcastle* and *60 Minutes*, the week's highest-rated premiere was that of ABC's new half-hour comedy, *Webster* (19.2/34), which aired Friday at 8:30 p.m. following the premiere of the returning half-hour, *Benson* (15.8/30). Ranked behind *Benson* was a 90-minute special premiere of NBC's *Real People* (14.6/25). The week's lowest-rated premiere and program was NBC's *First Camera*.

1.	*Hardcastle & McCormick*	ABC	26.7/43
2.	*60 Minutes*	CBS	21.7/37
3.	*Embarassing Moments*	ABC	21.7/35
4.	*A Team*	NBC	20.9/35
5.	*NFL Football Post-Game*	CBS	20.6/40
6.	*Miss America Pageant*	NBC	20.5/40
7.	*Three's Company*	ABC	20.0/32
8.	*Simon & Simon*	CBS	19.5/31
9.	*Magnum P.I.*	CBS	19.4/33
10.	*9 to 5*	ABC	19.4/31
11.	*Webster*	ABC	19.2/34
12.	*Beulah Land, part 3*	NBC	19.0/31
13.	*Lottery!*	ABC	18.6/33
14.	*Newhart*	CBS	18.5/28
15.	*Hill Street Blues*	NBC	18.3/34
16.	*Beulah Land, part 2*	NBC	18.3/29
17.	*M*A*S*H*	CBS	18.3/28
18.	*Monday Night Football*	CBS	18.2/36
19.	*All-Star Happy Hour*	NBC	18.1/29
20.	*Jeffersons*	CBS	17.9/27
21.	*Matt Houston*	ABC	17.7/33
22.	*We Got It Made*	NBC	17.3/27
23.	*One Day at a Time*	CBS	17.0/26
24.	*Cagney & Lacey*	CBS	16.9/28
25.	*Monday Night Football*	ABC	16.5/29
26.	*TV Censored Bloopers*	ABC	16.4/29
27.	*Hart to Hart*	ABC	16.2/28
28.	*Cheers*	NBC	15.9/25
29.	*Benson*	ABC	15.8/30
30.	*My Bodyguard*	CBS	15.6/28
31.	*Maid in America*	CBS	15.2/26
32.	*Love Boat*	ABC	14.9/27
33.	*Fall Guy*	ABC	14.8/27
34.	*Real People*	NBC	14.6/25
35.	*Love Boat Preview*	ABC	14.5/28
36.	*Two Marriages*	ABC	13.9/23
37.	*Alice*	CBS	13.8/22
38.	*Mama's Family*	NBC	13.8/22
39.	*Knots Landing*	CBS	13.6/25
40.	*Goodnight, Beantown*	CBS	13.5/22
41.	*Dynasty*	ABC	13.3/24
42.	*Dukes of Hazzard*	CBS	13.1/24
43.	*Family Ties*	NBC	13.1/22
44.	*Knight Rider*	NBC	13.0/21
45.	*Trapper John, MD*	CBS	12.9/26
46.	*NFL Thursday Football*	ABC	12.9/23
47.	*Gimme A Break*	NBC	12.4/11
48.	*Joanie Loves Chachi*	ABC	12.2/20
49.	*St. Elsewhere*	NBC	11.8/22
50.	*That's Incredible*	ABC	11.9/19
51.	*No Man's Valley*	CBS	11.0/18
52.	*Happy Days*	ABC	10.6/18
53.	*Square Pegs*	CBS	10.6/17
54.	*Ripley's Believe It Or Not*	ABC	10.5/19
55.	*The Bunker*	CBS	10.3/17
56.	*Too Close for Comfort*	ABC	9.7/17
57.	*Bugs Bunny Special*	CBS	9.3/16
58.	*Saturday Morning Preview*	CBS	8.8/16
59.	*Best of Everything*	NBC	8.8/14
60.	*Walt Disney*	CBS	8.7/17
61.	*Silver Spoons*	NBC	8.7/16
62.	*Diff'rent Strokes*	NBC	8.3/16
63.	*Senior Trip*	CBS	8.1/15
64.	*Yummy Awards*	NBC	7.0/13
65.	*Young Frankenstein*	NBC	6.9/13
66.	*First Camera*	NBC	6.0/11

each). It also owns KKAN(AM) and has CP for new FM at Phillipsburg, Kan. Filed Sept. 9.

■ WAEW(AM)-WXVL(FM) Crossville, Tenn. (1330 khz, 1 kw-D; FM: 99.3 mhz, 3 kw; HAAT: 170 ft.—Seeks transfer of control of Crossville Broadcasting Inc. from C. Stanton Hawkins (51% before; none after) to Michael D. Stone (49% before; 100% after). Consideration: $700,000. Principals: Seller has no other broadcast interests. Buyer is Crossville, Tenn.-based publisher, who has no other broadcast interests. Filed Sept. 13.

■ WITA(AM) Knoxville, Tenn. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Forus Communications of Tenn. Inc. to WITA Inc. for $675,000. Seller is owned by Carl Voth, president and Simon Rosen (50% each). It also owns WTIS(AM) Tampa, Fla.; KITA(AM) Little Rock, Ark.; WSIV(AM) E. Syracuse, and WOIV(FM) DeRuyter Township, both New York. Buyer is owned by Fred Westenberger, president and family. Fred Westenberger also owns WVOG(AM) New Orleans and WMQM(AM) Memphis. Filed Sept. 7.

■ KJIM(AM) Fort Worth (870 khz, 250 w-D)—Seeks transfer of control of Fort Worth KJIM Inc. from The Venture Group Inc. (100% before; none after) to B.J. Glascock (none before; 100% after). Consideration: assumption of $500,000 in debt. Principals: Seller is headed by Glascock. It also owns KSEY-AM-FM Seymour, Tex. Buyer is insuranceman in Dallas, who already owns 37%. He has no other broadcast interests. Filed Sept. 7.

■ WEXM-AM-FM Jamesville/Exmore, Va. (1520 khz, 5 kw-D, DA; FM: 107.5 mhz, 50 kw, HAAT: 260 ft.)—Seeks assignment of license from Parker-Rew Enterprises to Bay Star Communications Inc. for $200,000. Seller is owned by Creston E. Parker and James A. Res Jr., who have no other broadcast interests. Buyer is owned by Klein G. Leister, president and William E. Esham Sr. (26% each), James D. Layton and Wayne A. Powell (24% each). It also owns WKHI(FM) Ocean City, Md. Filed Sept. 12.

■ WPUV(AM)-WPSK-FM Pulaski, Va. (1580 khz, 5 kw-D; FM: 107.1 mhz, 2.85 kw, HAAT: minus 58 ft.)—Seeks assignment of license from Claytor Lake Broadcasting Corp. to Radiox Inc. for $415,000. Seller is owned by Jimmy R. Lester, who has no other broadcast interests. Buyer is owned by Randal J. Kirk, president, who has interest in CP for new TV at Bluefield, Va. He is attorney in Bland, Va. Filed Sept. 9.

■ WIVI-FM Christiansted, Virgin Islands (99.5 mhz, 10.5 kw, HAAT: 1,080 ft.)—Seeks assignment of license from CDI Communications to Leisure Market Radio Inc. for $800,000 (Broadcasting, Sept. 19, 1983). Seller is principally owned by Gerald P. Mikitka. It also owns WKZN-AM-FM Zion, Ill. (Kenosha, Wis.); WADC(AM)-WIBZ(FM) Parkensburg, W.Va., and KQSA(AM)-KIXY-FM San Angelo, Tex. Buyer is headed by Robert E. Richer, president. It also has interest in WOTB(FM) Middletown, R.I. Filed Sept. 9.

■ WWYO(AM) Pineville, W.Va. (970 khz, 1 kw-D)—Seeks transfer of control of Wyoming Broadcasting Co. Inc. from Robert D. Bailey III (85.5% before; 8.5% after) to Stephen Keith Browning and Larry Randall Parks. Consideration: Buyers will work to rehabilitate station. Seller has no other broadcast interests. Buyers: Browning is sales manager and Parks is general manager at WWYO. Filed Sept. 12.

Actions

■ WEIS(AM) Centre, Ala. (990 khz, 250 w-D)—Granted assignment of license from Cherokee County Broadcasting Co. Inc. to Weis Radio for $157,675. Seller is headed by James M. Davis, president. Buyer is owned by Jerry W. Baker and Linda G. Baker. They have no other broadcast interests. (BAL-830705FD) Action Sept. 6.

■ WWLX(AM) Lexington, Ala. (620 khz, 5 kw-D)—Granted assignment of license from Wright, Wright and Sanders to Roger W. Wright for $4,000. Sellers are dissolving partnership and assigning license and assets to Roger Wright. Buyer is applicant for new FM at Minor Hill, Tenn. (BAL-830718EM) Action Sept. 6.

■ KIEL(AM) Jacksonville, Ark. (1500 khz, 1 kw-D)—Granted assignment of license from KEZQ Ltd. to National Black Media Coalition as donation ("In Brief," Aug. 1). Seller is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinsky, Bruce Eisen and James Weitzman. With Eisen and Weitzman, Shrinsky also has interest in WUSQ(AM)-WVAI(FM) Winchester, Va., KEZQ(FM) Jacksonville, and KXLR(AM) North Little Rock, Ark. It divested itself of KIEL to comply with FCC duopoly rules. Buyer: nonprofit corporation, headed by Pluria Marshall, chairman. It has no other broadcast interests. (BAL-830725FA) Action Sept. 6.

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

■ KXLR(AM) Little Rock, Ark. (1150 khz, 5 kw-D, 1 DA-N)—Granted assignment of license from KXLR Inc. to KEZQ Ltd. for $500,000, including $250,000 noncompete agreement (Broadcasting, May 30). Seller, based in Hollywood, Calif., is owned by Shamrock Broadcasting Co., headed by Roy E. Disney, chairman. It also owns one AM, five FM's and four TV's. Buyer is owned by general partner, Robert Understein and group of eight limited partners, including Washington communications attorneys Jason Shrinsky, Bruce Eisen and James Weitzman. They are principals in KIEL(AM)-KEZQ(FM) Jacksonville, Ark. With Eisen and Weitzman, he also has interest in WUSQ(AM)-WVAI(FM) Winchester, Va. (BAL-830621FR) Action Sept. 6.

■ KIOI(FM) San Francisco (101.3 mhz, 125 kw; HAAT: 1,160 ft.)—Granted assignment of license from The Charter Co. to Price Communications for $12.4 million cash (Broadcasting, May 2). Seller is publicly-traded Jacksonville, Fla.-based oil and insurance conglomerate that is selling off its radio station group. KIOI is last of company's stations to be sold. Charter last year sold WDRQ(FM) Detroit to Amaturo Group for $5 million (Broadcasting, Nov. 1, 1982) and, earlier this year, KYKY(FM) St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. to Surrey Broadcasting for $10 million (Broadcasting, Feb. 21). Buyer is publicly-traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind. (BALH-830614GK) Action Aug. 30.

■ KFXD-AM-FM Nampa, Idaho (580 khz, 5 kw-U, DA-N; FM: 94.9 mhz, 46 kw, HAAT: 2,520 ft.)—Granted assignment of license from Idaho Broadcasting Co. to Boise Broadcasting Ltd. for $1.1 million (Broadcasting, July 25). Seller is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freund (26.7%) and Arthur Oppenheimer (9%). Cornils is radio vice president of National Association of Broadcasters; they have no other broadcast interests. Buyer is owned by Philip T. Kelly and Richard L. Voight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPI-FM Albert Lea, Minn., KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis. (BAL,H-830715EJ,K) Action Aug. 29.

■ KCBC(AM) Des Moines, Iowa (1390 khz, 1 kw-U, DA-N)—Granted assignment of license from Harry G. Slife, receiver, to KRMB Inc. for $135,000. Seller also owns KWWL-TV Waterloo and KTIV(TV) Sioux City, both Iowa; KFVS-TV Cape Girardeau, Mo.; WAFF(TV) Huntsville, Ala., and WTOC-TV Savannah, Ga. Buyer is owned by John G. Enoch, president (80%) and wife, Sara L. It has no other broadcast interests. (BAL-830715FI) Action Aug. 29.

■ WOWD(FM) Tallahassee, Fla. (103.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from AMRAD Corp. to Kelly Communications Inc. for $1.47 million (Broadcasting, May 30). Seller is owned by Maurice Negrin and George Jacobson. Negrin is also principal in WMOE(AM) Alpharetta, Ga. Jacobson has no other broadcast interests. Buyer is principally owned by Jim McCrudden. It also owns WQPD(AM) Lakeland, Fla.; KJEZ(FM) Poplar Bluff, Mo., and KTGR(AM)-KCMQ(FM) Columbus, Mo. (BALH-830526HA) Action Aug. 30.

■ WGKY-FM Greenville, Ky. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Hayward F. Spinks to his daughter, Leesa Spinks Hunt for assumption of $10,000 in debt. Seller owns WLLS-AM-FM Hartford, Ky. Buyer is manager of WGKY-FM and has no other broadcast interests. (BAPLH-830718GV) Action Aug. 31.

■ WACZ(AM) Bangor, Me. (620 khz, 5 kw-U, DA-N)—Granted assignment of license from Acton Communications of Maine Inc. to The Zone Corp. for $575,000. Seller is headed by George M. Phillips, president. It also has interest in WDLW(AM) Waltham, Mass. Buyer is owned by Stephen E. King, president, who is author and has no other broadcast interests. (BAL-830627EI) Action Aug. 31.

■ WXOX(AM) Bay City, Mich. (1250 khz, 1 kw-D)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $100,000 noncompete agreement. Seller is headed by Donald K. Mayle, president. Mayle is also 85% owner of WWWS(FM) Saginaw, Mich. Buyer is owned by Gene Ellerman and wife, Vera (50% each). It has no other broadcast interests. (BAL-830714EC) Action Aug. 29.

■ WSEL-AM-FM Pontotoc, Miss. (1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 405 ft.)—Granted assignment of license from Pontotoc Broadcasting Co. Inc. to Joseph D. Lowe for $310,000. Seller is headed by Lee H. Thompson, president. It has no other broadcast interests. Buyer also has bought, subject to FCC approval, WVLY(AM) Water Valley, Miss. (BAL,H-830719HC,D) Action Aug. 31.

■ KBOA(AM)-KTMO(FM) Kennett, Mo. (830 khz, 1 kw-D, DA-D; FM: 98.9 mhz, 100 kw, HAAT: 370 ft.)—Granted assignment of license from KTMO Inc. to KBOA Inc. for $1.3 million. Seller is owned by Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. Buyer is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(TV) West Monroe, La.; 42.08% of KMTC(TV)-KTXR(FM) Springfield, and 100% of KFAL(AM)-KKCA(FM) Fulton, KLEX(AM)-KBEK(FM) Lexington, all Missouri. (BALH-830719EN,O) Action Sept. 6.

■ KFXZ(FM) Kalispell, Mont. (98.5 mhz, 100 kw, HAAT: 420 ft.)—Granted assignment of license from Glacier Country Broadcasters Inc. to Bee Broadcasting Inc. for $315,000. Seller is principally owned by Michael A. Roberts and his former wife, Peggy Pillor (one-third each). They have no other broadcast interests. Buyer is owned by Benny Bee, president, who also owns KJJR(AM) Whitefish, Mont., and is applicant for new FM at Billings, Mont. (BALH-830610GF) Action Aug. 31.

■ WIIN(AM)-WFPG(FM) Atlantic City (1450 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 50 kw, HAAT: 340 ft.)—Granted assignment of license from Eastern Broadcasting Co. Inc. to Atlantic County Radio Inc. for $2.5 million (Broadcasting, July 11). Seller is owned by Daniel Diener. It has no other broadcast interests. Buyer is owned by Allan W. Roberts, president (75%) and his brother, Bertram M. (25%). Allan Roberts also owns WUHN(AM)-WUPE-FM Pittsfield, Mass. (BAL,H-830722HX,Y) Action Sept. 8.

■ WKOL(AM) Amsterdam, N.Y. (1570 khz, 1 kw-D)—Granted assignment of license from Jedco Broadcasting Corp. to Metter Broadcasting Inc. for $220,000. Seller is principally owned by Edward Stanley, president (51%). It also owns WSCG(FM) in Corinth, N.Y. Buyer is owned by Michael L. Metter, president, who has no other broadcast interests. Metter is New York-based investment broker. (BAL-830701FA) Action Sept. 6.

■ WTUV(TV) Utica, N.Y. (ch. 33, 53.5 kw vis., 5.35 kw aur.; HAAT: minus 125 ft.)—Granted assignment of license from Broadcast Facilities to Mohawk Valley Broadcasting Associates for $18,000. Seller is owned by Robert Raide, who also owns WOZO(AM) Penn Yan and WCDO(AM) Sidney, both New York. He also owns CP for new FM at Sidney. Buyer is equally owned by Craig Fox, Joel Friedman and Kevin O'Kane. Fox has interest in permittee for new TV's at Hazleton and Scranton, both Pennsylvania, and at Ithaca, N.Y.; WAQX(FM) Manlius, N.Y.; WOLF(AM) Syracuse, N.Y.; applicant for new AM's at Canton, N.Y., Concord, N.H., and new FM's at Honolulu and Sanibel, Fla. Friedman is general sales manager for WAQX and WOLF. Kane is announcer and operations and programing assistant at WOLF. (BAPCT-830707KF) Action Aug. 31.

■ WKBJ-AM-FM Milan, Tenn. (1600 khz, 1 kw-D; FM:

10/4/83
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The Fifth Estate

Broadcasting Oct 3

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Vol. 105 No. 14

Broadcasting ▱ Oct 3

House broadcast dereg bill moves slowly to fruition □ Marti passed in House □ NRBA in New Orleans □ NBMC, Pluria Marshall reach a milestone □

DOWN TO THE WIRE □ House Telcomsubcom holds marathon skull session and reports progress on writing broadcast deregulation measure. **PAGE 35.**

CABLE DEREG □ Bill is introduced in House to deregulate cable; it mirrors S. 66 but also contains leased access provisions. **PAGE 36.**

DEBATE DEBATE □ Networks and League of Women Voters vie for sponsorship of political debates next year in hearing before Senate Rules Committee. **PAGE 37.**

PRESENCE FELT □ NBMC and its chief, Pluria Marshall, celebrate 10th anniversary of existence as one conscience in world of Fifth Estate. **PAGE 40.**

ON THE BAYOU □ National Radio Broadcasters Association is meeting in New Orleans, with top item on agenda election of new president. **PAGE 51.** Departing President Sis Kaplan discusses radio's yesterday, today and tomorrow in "At Large," beginning on **PAGE 52.** A rundown of the NRBA agenda appears on **PAGE 60**, and a list of exhibitors begins on **PAGE 65.**

NEWS HOT SEAT □ Edward Joyce brings a broad and well-traveled background to his new job as head of CBS News. **PAGE 74.**

POLL POSITION □ ABC releases survey showing more voters would go to the polls if election day were a national holiday. **PAGE 76.**

ON THE FLOOR □ Newsroom technology brings much activity on the exhibit floor at RTNDA. **PAGE 78.** Political parties outline logistics of 1984 conventions for RTNDA attendees. **PAGE 78.**

PROUD PEACOCK □ NBC makes it another sweep of the Emmys, winning more awards than ABC, CBS and PBS combined. **PAGE 82.**

AD CONFAB □ Association of National Advertisers convention in Hot Springs, Va., set to examine present television environment, ad prices and effective management. **PAGE 86.**

CAMPAIGN AD WATCH □ Leading lawyers, journalists and political consultants hold two-day conference on problems and potential of candidate advertising. **PAGE 90.**

BOTTOM-LINE MANAGEMENT □ Conference of financial managers hears advice on programing costs and computerized newsrooms. **PAGE 100.**

FCC UPHELD □ Court turns down challenge by DNC for request to answer political spots aired earlier by Republicans. **PAGE 102.**

TM SOLUTION □ Pat Shaughnessy has utilized the knowledge he gained in radio station sales and management to supervise the TM Companies radio packages that have brought him both accolades and financial success. **PAGE 127.**

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we do not control campaign expenditures," Goldwater said. "We must prove that elective office is not for sale."

NBC Vice Chairman Irwin Segelstein, Roger Colloff, vice president for policy and planning for the CBS/Broadcast Group, and Richard C. Wald, senior vice president for ABC News, said their respective networks provide considerable news coverage of politics—and would do even more if freed from the equal-time requirements of Section 315 of the Communications Act.

All three expressed an interest in sponsoring debates. Wald, who said ABC was interested in Section 315 repeal as it applies to the presidential campaign, said that relief would allow the networks to arrange for debates of major party candidates without having to invite minor party nominees. Segelstein said that if Congress balks at full repeal, it should at least make it possible for the networks to broadcast sponsored debates. And Colloff, who noted that CBS has been urging repeal of Section 315 for 30 years, said of debates, "it is illogical for a broadcaster to have to depend on a third party, such as the League of Women Voters, to arrange" them to enable broadcasters to air them without worrying about incurring equal-time obligations. He noted that the "independence" of those affairs, which is the key to the FCC's determination they are "news events" and therefore exempt from their equal-time rule, "is plainly a fiction—everyone knows their debate is being mounted for the very purpose of television coverage."

Ridings thought the present system was satisfactory—although she said broadcasters should take greater advantage of the opportunities they now have to broadcast debates. She said presidential primary debates have not been carried live, gavel to gavel. She also said congressional leadership debates were not carried and debates for offices other than President have not been fully covered. And she said broadcasters should not sponsor debates.

"The league has serious reservations

ABC takes first; 'Hardcastle' upsets '60 Minutes'

For the third consecutive week, ABC-TV scored a decisive win in the prime time ratings race, averaging a 17.5 rating/29 share against NBC-TV's 15/4/25.6 and CBS-TV's 14.3/23.8, according to A.C. Nielsen's National Television Index. The final week in the official 1982-83 season (Sept. 19-25) saw the premieres of 13 new and returning programs, and the surprise upset of CBS's usually top-rated *60 Minutes* (18.2./29), in the second outing of its new season, with the second episode of ABC's new action/adventure, *Hardcastle & McCormick* (20.7/33), which aired opposite *60 Minutes* only because of a football overrun on CBS.

Much of ABC's success came from its premieres of seven programs, two of which, the two-hour pilot of *Hotel* (23.7/38) and the returning *Fall Guy* (20.3/33), were among the top five programs. Three of NBC's five premieres landed in the top 10, the returning *A Team* (25.3/40), the week's highest rated show, a two-hour special episode of the returning *Remington Steele* (20/32) and the returning *Facts of Life* (19.9/29). CBS's only premiere, the returning *Dukes of Hazzard* (13.9/25), went head-to-head with the highly publicized hour-long premiere of NBC's new comedy, *Mr. Smith* (12.1/22), as well as the second episodes of ABC's *Benson* (12.5/23) and *Webster* (14.4/25). The 1982 premiere of *Dukes* averaged a 20/36.

Not all of ABC premieres fared well, however. *That's Incredible* (12.7/20) fell to a repeat of the two-and-a-one-half hour finale of CBS's hit series, *M*A*S*H* (19.3/29). *Incredible* also fell to two NBC specials, *Bob Hope Salutes NASA* (15.2/23) and *George Burns: 80 Years in Show Business* (16.4/26). CBS won the night (18.5/28.2) while NBC took second place (15.8/24.5) and ABC came in third (15.5/23.9), with a lineup that also included *Monday Night Football* (15.9/27).

The return of ABC's *Ripley's Believe It Or Not* (12.2/21) was the week's second-lowest-rated premiere. It fell to a football runover on CBS (15.1/28) but nearly doubled the ratings of the second outing of NBC's magazine, *First Camera* (7.8/14), which was the week's lowest-rated show for the second consecutive week.

On Tuesday, NBC's *A Team-Remington Steele* premiere (21.8/34.7) finished more than four rating points ahead of ABC's 17.5/28.2 average for the premiere of a new comedy, *Just Our Luck* (14.7/24), and a repeat of the movie "Saturday Night Fever" (18.1/24). CBS averaged an 11.3/18.3 for *Full House* (8.2/13) and a repeat of the movie *One Shoe Makes It Murder* (12.9/21).

Wednesday went solidly to ABC's *Fall Guy-Hotel* premiere (23.7/38), while NBC (15.6/25.2) came in second with installment three of *Real People* (15.7/25), the premiere of *Facts of Life* and a repeat episode of *St. Elsewhere* (12.2/21). Thursday and Friday went to rerun-dominated CBS despite competition from premiere lineups both nights. On Thursday, ABC's two-hour premiere of *Trauma Center* (15.5/25) followed by the season premiere of *20/20* (17.5/30) averaged a 16.2/27.7, finishing just behind repeats of CBS's regular lineup (16.9/27.7). NBC's regular lineup, all repeats except for the comedy, *We Got It Made* (16/25), averaged a 15.5/25.1.

On Friday, NBC's premiere lineup of *Mr. Smith* and the two-hour pilot of *For Love and Honor* (12.8/23) finished third (12.6/22.7) behind CBS's *Dukes* premiere and a repeat of the movie "Blazing Saddles" (16.1/29). ABC's new-season lineup averaged 14.9/26.4.

ABC won Saturday with repeats of its regular lineup (17.3/31.7), while CBS squeaked past NBC's repeat lineup (11.1/20.5) which included the movie, *Wild Horse Hank* (10.9/20) to average 11.2/20.7 for a Walt Disney special (11.1/21) and a college football game (10.1/20).

On Sunday, NBC's broacast of the Emmy Awards (18/30) came in second to ABC's combination of *Hardcastle & McCormick* and a repeat of the movie, *Thunderball* (19.9/33). NBC finished third for the night overall, however, after ratings for *First Camera* were averaged in. CBS averaged a 15.7/25.9 for its lineup, which included repeats.

ABC had 11 of the week's top 30 programs while NBC had 10 and CBS, 9. Combined, the networks averaged a 47.2/78.4 for the week, compared with a 47.8/79 for the same week a year ago, which included 18 season premieres in its lineup, but no Emmy Awards broadcast. Last year, CBS finished first for week 52, averaging a 17.6/29 to ABC's 15.8/26 and NBC's 14.4/24. □

Rank □	Show □	Network □	Rating/Share
1.	A Team**	NBC	25.3/40
2.	Hotel*	ABC	23.7/38
3.	Love Boat	ABC	21.5/38
4.	Hardcastle & McCormick	ABC	20.7/33
5.	Fall Guy**	ABC	20.3/33
6.	Remington Steele**	NBC	20.0/32
7.	Thunderball	ABC	19.9/33
8.	M*A*S*H	CBS	19.3/29
9.	Facts of Life**	NBC	19.0/29
10.	Magnum, P.I.	CBS	18.8/31
11.	60 Minutes	CBS	18.2/29
12.	Saturday Night Fever	ABC	18.1/29
13.	Emmy Awards	NBC	18.0/30
14.	Simon & Simon	CBS	17.9/28
15.	20/20**	ABC	17.5/30
16.	Fantasy Island	ABC	17.2/33
17.	George Burns Special	NBC	16.4/26
18.	Lottery	ABC	16.2/28
19.	Blazing Saddles	CBS	16.1/29
20.	We Got It Made	NBC	16.0/25
21.	Hill Street Blues	NBC	15.9/27
22.	Monday Night Football	ABC	15.9/27
23.	Real People	NBC	15.7/25
24.	Cheers	NBC	15.7/24
25.	Trauma Center*	ABC	15.5/25
26.	Jeffersons	CBS	15.5/24
27.	Bob Hope Special	NBC	15.2/23
28.	CBS NFL Football	CBS	15.1/28
29.	Goodnight, Beantown	CBS	15.1/24
30.	One Day at a Time	CBS	15.1/23
31.	Matt Houston	ABC	14.9/27
32.	Gimme A Break	NBC	14.9/25
33.	Just Our Luck*	ABC	14.7/24
34.	Webster	ABC	14.4/25
35.	Newhart	CBS	14.4/24
36.	Mama's Family	NBC	14.3/23
37.	Knots Landing	CBS	14.1/24
38.	Dukes of Hazzard**	CBS	13.9/25
39.	T.J. Hooker	ABC	13.1/24
40.	Trapper John, M.D.	CBS	12.9/24
41.	One Shoe Makes It Murder	CBS	12.9/21
42.	For Love and Honor*	NBC	12.8/23
43.	That's Incredible**	ABC	12.7/20
44.	Benson	ABC	12.5/23
45.	St. Elsewhere	NBC	12.2/21
46.	Ripley's Believe It Or Not**	ABC	12.2/21
47.	Mr. Smith*	NBC	12.1/22
48.	Diff'rent Strokes	NBC	11.9/23
49.	Walt Disney	CBS	11.1/21
50.	Silver Spoons	NBC	11.0/20
51.	Cattle Annie/Little Britches	CBS	11.0/18
52.	Wild Horse Rank	NBC	10.9/20
53.	NCAA Football Special	CBS	10.1/20
54.	Archie Bunker's Place	CBS	9.9/16
55.	Gloria	CBS	8.7/14
56.	Full House	CBS	8.2/13
57.	First Camera	NBC	7.8/14

* New program-premiere episode
** Returning program-premiere episode

tion Sept. 12.

■ WWJQ(AM) Zeeland, Mich. (1260 khz, 1 kw-N, DA-2)—Granted assignment of license from Ottawa Broadcasting Corp. to Lanser Broadcasting Corp. for $950,000, plus other considerations. Seller is owned by Peter J. Vanden Bosch, president. It also owns WJBL-FM Holland, Mich. Buyer is owned by Leslie J. Lanser. It has no other broadcast interests. (BAL-830725FB). Action Sept. 12.

■ KTWN-FM Anoka, Minn. (107.9 mhz, 57 kw; HAAT: 400 ft.)—Granted assignment of license from Northern Suburban Radio Co. to KTWN-FM Inc. for $3.8 million. Seller is headed by Jack L. Moore, president; Bruce B. James, and Allison R. Mercer. It also owns KKKC(AM) Anoka. Buyer is owned by C.T. Robinson, president and William Moyes (50% each). They also have interest in KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs; KFYE(FM) Fresno, Calif., and subject to FCC approval, KRAB(FM) Seattle (BROADCASTING, June 27). (BAPLH-830705HQ). Action Sept. 14.

■ WJDQ(AM) Meridian, Miss. (1330 khz, 5 kw-D)—Application dismissed for assignment of license from Broadcasters and Publishers Inc. to Butler Broadcasting Co. for swap of WPRN(AM) Butler, Ala. Principals: see WPRN(AM) Butler, above. (BAPL-821119GM). Action Sept. 12.

■ KGLM-FM Anaconda, Mont. (97.7 mhz, 210 kw; HAAT: 940 ft.)—Granted assignment of license from Anaconda Broadcasting Inc. to Howard N. Neckles and J.R. Strickland for $50,000. Seller is owned by John Odegaard, president and Rodger T. Bell (50% each). Buyer is owned by Howard N. Neckles (60%) and J.R. Strickland (40%). They have no other broadcast interests. (BALH-830706HS). Action Sept. 13.

■ CP for new TV at Greenville, N.C. (ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,478 ft., ant. height above ground: 1,517 ft.)—Granted assignment of license from Elcom Inc. to ACTS of Eastern North Carolina Inc. for $88,597. Seller is owned by Charles E. Franklin, president (90%), and wife, Elizabeth S. (10%). It is also permittee of WJIK(AM) Camp Lejeune, N.C., and owns WRCS(AM)-WQDK(FM) Ahoskie, N.C. Buyer is nonprofit corporation, headed by Tommy Payne, president. It has no other broadcast interests. (BAPCT-830802KE). Action Sept. 6.

■ WLQR(FM) Toledo, Ohio (101.5 mhz, 15 kw; HAAT: 810 ft.)—Granted assignment of license from Radio Akron Inc. to WSPD Inc. for $3,275,000, including $500,000 for noncompete agreement. Seller is owned by Susquehanna Broadcasting Co., York, Pa.-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. Buyer is principally owned by Willard Schroeder, chairman. It also owns WSPD(AM) Toledo and WOOD-AM-FM Grand Rapids, Mich. (BALH-830712GL). Action Sept. 15.

■ WBHC(AM)-WJBW-FM Hampton, S.C. (1270 khz, 1 kw-D; FM: 103.1 mhz, 3 kw; HAAT: 145 ft.)—Granted transfer of control of Hampton County Broadcasters Inc. from Joseph B. Wilder (80% before; none after) to Hampton County Broadcasters Inc. (20% before; 100% after). Consideration: $220,000. Principals: Seller also owns WBAW-AM-FM Barnwell, S.C. and WAKS-AM-FM Fuquay Varina, N.C. Buyer is owned by Carl A. Gross, president, who is general manager of WBHC-WJBW-FM. (BTC-830725FC). Action Sept. 16.

■ WKDY(AM) Spartanburg, S.C. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Capitol Broadcasting Corp. to Spartanburg Investors Ltd. for $600,000. Seller is owned by Kenneth S. Johnson, president (88.9%) and Allen Paul Howard (11.1%). It also owns WCAW(AM)-WVAF(FM) Charleston, W.Va.; WLLF(AM)0WKSJ-FM Prichard-Mobile, Ala.; WRKA(FM) St. Mathews, Ky., WMJJ(FM) Birmingham, Ala. Buyer is limited partnership with no other broadcast interests. John Horton, Atlanta-based financial planner, and James R. Cairo, former news manager of WNGE(TV) Nashville and WBBH-TV Fort Myers, Fla., are general partners. (BAL-830722EY). Action Sept. 12.

■ KOAV(TV) [CP] Denison, Tex. (ch. 20; 5,000 kw vis., 500 kw aur.; HAAT: 1,088 ft.)—Granted assignment of license from Broadcast Affiliates Inc. to KLMB-TV Inc. for $198,000. Seller is headed by Thomas L. Johnson, president, who also has interest in new FM at Sand Springs, Okla. Buyer is principally owned by Clara J. McLaughlin, president (33%). It also has CP's for new TV's at Longview and Paris, both Texas, and has purchased, subject to FCC approval, KDOG(TV) Nacogdoches, Tex. (BAPCT-830404KJ). Action Sept. 12.

■ KVFM(FM) Ogden, Utah (95.5 mhz, 100 kw; HAAT: 1,200 ft.)—Granted transfer of control of Utah Broadcasting Corp. from shareholders of Utah Broadcasting Corp. (100% before; none after) to Sherman Greenleigh Sanchez Broadcasting of Utah Inc. (none before; 100% after). Consideration: 35% interest in buyer, plus other considerations, including consulting agreement. Principals: Seller is headed by Michelle A. Haston, president. It has no other broadcast interests. Buyer is owned by Thomas V. Greenleigh, president, and eight others. It also has interest in KRCQ(AM) Indio, Calif., and KJQN(AM) Ogden. (BTCH-830727GF). Action Sept. 13.

Facilities changes

AM applications

Tendered

■ WABT (1360 khz) Madison, Ala.—Seeks CP to change frequency to 730 khz; increase power to 1 kw, and change to non-DA. Ann. Sept. 19.

■ KYUK (580 khz) Bethel, Ark.—Seeks CP to change frequency to 640 khz; increase day and night power to 10 kw, and make changes in antenna system. Ann. Sept. 19.

■ WMIB (1510 khz) Marco Island, Fla.—Seeks CP to change hours of operation to unlimited by adding night service with 2.5 kw; increase day power to 2.5 kw; install DA-2; change frequency to 1480 khz and make changes in ant. system. Ann. Sept. 7.

■ KGEM (1140 khz) Boise, Idaho—Seeks CP to increase day power to 50 kw; change to DA-D and change TL. Ann. Sept. 14.

■ KJCB (770 khz) Lafayette, La.—Seeks CP to increase day power to 10 kw and change to DA-2. Major environmental action under section 1.1305. Ann. Sept. 13.

■ WPLW (1590 khz) Carnegie, Pa.—Seeks CP to change frequency to 660 khz; change power to 250 w, and change to non-DA. Ann. Sept. 19.

■ WIXR (1500 khz) Mt. Pleasant, S.C.—Seeks CP to increase power to 5 kw/500 w (CH). Ann. Sept. 23.

■ KFHM (1150 khz) San Antonio, Tex.—Seeks CP to change frequency to 1160 khz; change hours of operation to unlimited by adding night service with 1 kw; increase day power to 10 kw; change TL, and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 19.

■ WPED (810 khz) Crozet, Va.—Seeks CP to change power to 1 kw. Ann. Sept. 7.

■ KQQQ (1150 khz) Pullman, Wash.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w and change to Da-N. Major environmental action under section 1.1305. Ann. Sept. 19.

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

Accepted

■ KUXL (1570 khz) Golden Valley, Minn.—Seeks modification of CP to make changes in antenna system and increase height. Ann. Sept. 7.

■ KUTI (980 khz) Selah, Wash.—Seeks modification of CP (820629AA) to change night TL. Major environmental action under section 1.1305. Ann. Sept. 23.

■ WKEX (1430 khz) Blacksburg, Va.—Seeks modification of CP (800401AE) to change TL and change antenna ground system. Major environmental action under section 1.1305. Ann. Sept. 7.

FM applications

Tendered

■ KSPA (96.7 mhz) Hot Springs, Ark.—Seeks CP to replace trans.; increase TPO, and change from horizontal to circular polarization. Ann. Sept. 19.

■ KHTN (92.1 mhz) Placerville, Calif.—Seeks CP to change TL and make changes in antenna system. Ann. Sept. 7.

■ KBCO (97.3 mhz) Boulder, Colo.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,546 ft., and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 19.

■ KVMT (104.7 mhz) Vail, Colo.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 451 ft., and make changes in antenna sys. Ann. Sept. 23.

■ WQUH (103.1 mhz) DeFuniak Springs, Fla.—Seeks CP to change TL; change HAAT to 268 ft., and make changes in ant. sys. Ann. Sept. 13.

■ KOJC (89.7 mhz) Cedar Rapids, Iowa—Seeks modification of CP (BPED-830805AB) to change TL; change ERP to .5 kw, and make changes in antenna system. Ann. Sept. 19.

■ KMGK (93.3 mhz) Des Moines, Iowa—Seeks CP to change TL; change HAAT to 1,055 ft., and make changes in antenna system. Ann. Sept. 23.

■ WAMX (93.7 mhz) Ashland, Ky.—Seeks CP to change ERP to 50 kw and change HAAT to 720 ft. Ann. Sept. 19.

■ KSJU (89.1 mhz) Collegeville, Minn.—Seeks CP to change frequency to 96.5 mhz. Ann. Sept. 7.

■ KHFM (96.3 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 12.9 kw. Ann. Sept. 21.

■ WRFE (105.5 mhz) Arguada, P.R.—Seeks CP to change ERP to 3 kw and make changes in antenna system. Ann. Sept. 13.

■ WWDM (101.3 mhz) Sumter, S.C.—Seeks CP to change TL and change antenna system. Major environmental action under section 1.1305. Ann. Sept. 19.

Accepted

■ WZZK (104.7 mhz) Birmingham, Ala.—Seeks modification of CP (BPH-810119AU, as mod.) to change HAAT to 1,300 ft. Ann. Sept. 13.

■ KAFF (92.9 mhz) Flagstaff, Ariz.—Seeks CP to change ERP to 100 kw; change HAAT to 1,514 ft. Ann. Sept 14.

■ KZZZ (92.7 mhz) Kingman, Ariz.—Seeks to change ERP to 25 kw; change HAAT to 208.09 ft., and change frequency to 94.7 mhz. Ann. Sept. 19.

■ KCFR (90.1 mhz) Denver—Seeks CP to change power to raise 29 kw to 49.7 kw. Ann. Sept. 13.

■ WJST (93.5 mhz) Port St. Joe, Fla.—Seeks CP to change antenna; change transmitter; change ERP to 100 kw; change HAAT to 520 ft., and change frequency to 94.5 mhz. Ann. Sept. 7.

■ WTXR (94.3 mhz) Chillicothe, Ill.—Seeks CP make changes in antenna system for auxiliary purposes only. Ann. Sept. 19.

■ WGRT (107.1 mhz) Danville, Ind.—Seeks CP to change TL; change ERP to 1.74 kw; change HAAT to 400 ft., and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 7.

■ WZZY (98.3 mhz) Winchester, Ind.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Ann. Sept. 13.

■ WJZZ (105.9 mhz) Detroit—Seeks CP to change TL; change ERP to 22 kw; change HAAT to 724 ft., and make changes in ant. sys. Ann. Sept. 13.

■ WMJY (107.1 mhz) Long Branch, N.J.—Seeks CP to

10/12/83
C1750-1

The Fifth Estate

Broadcasting Oct 10

ONCE A YEAR WE MAKE NEWS.

On Labor Day, when most people are at home taking it easy, a lot of KPRC TV employees are at the station, working even harder than usual. Because every year, KPRC TV donates all of the station's broadcast facilities and time to the Jerry Lewis Muscular Dystrophy Telethon.

This year, over 5,000 volunteers took in 50,000 pledges. In addition, thousands of people came to the station to make their donations in person. All together, $1,907,213 was raised for research. That's one of the biggest contributions in the country. (As a matter of fact, Houstonians who watch KPRC TV hold the record for per-capita contributions over the past decade.) But the best number is a small one. Only a small percentage of this year's money went for expenses. Because of the free air time, facilities and people, donations could go where they belong–helping kids out of wheelchairs and back on their feet. It's kind of hard to put a price on that sort of thing. So we don't.

KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate.

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STATE OF THE ART

Vol. 105 No. 15

Broadcasting Oct 10

State-of-the-art report on technology □ Quantification likely to be keystone of House dereg bill □ NRBA convention coverage from New Orleans □

STOCKMEYER FALLOUT □ Official Washington reacts to week's events—TOC-NAB confrontation and resignation of NAB's chief lobbyist. **PAGE 35.**

LEGISLATIVE COURSE □ Wirth introduces bill setting requirements for children's programing for commercial television. **PAGE 36.** House deregulation package looks as if it will be built around quantification. **PAGE 37.**

MOVING ALONG □ FCC establishes procedures to allocate orbital slots and frequencies for direct broadcast satellites; votes to use lottery to grant cellular radio licenses. **PAGE 38.**

MARSHALLING THE TROOPS □ Minorities told to back Hill legislation that would expand their position in telecommunications. **PAGE 39.**

LOOKING UP □ Low-power TV group voices optimism over FCC movement on station grants. **PAGE 41.**

HIGH-LEVEL BRIEFING □ President's meeting with Fowler over financial interest and syndication rules draws concern of networks. **PAGE 42.**

MARCHING ON □ State-of-the-art report on technology finds battle over standards for videorecording formats in television, radio networks completing shift to satellite distribution, subcarrier use the big news on FM and stereo conversion making inroads on AM. **PAGE 51-74.**

PREMIERE WEEK □ Surprise numbers for *AfterMASH* lead CBS to ratings win in first official week of new season. **PAGE 78.**

TRIBUNE EXPANSION □ Entertainment division of Tribune Co. is building on top of already successful *At The Movies*, with syndication, mini-series and co-production deals. **PAGE 80.**

HOMESTEADING □ Topics at ANA meeting in Virginia hills include media costs, trends and agency-client relationship. **PAGE 83-86.**

PACKWOOD PROMISE □ Oregon senator introduces legislation that would free broadcasters from content regulations. **PAGE 88.**

PLAYBACK □ Sony and MCA attorneys repeat arguments in Betamax case before Supreme Court. **PAGE 88.**

BREWHAHA □ High court decides to take up case involving liquor ads on Oklahoma cable systems. **PAGE 90.**

GETTING OUT THE VOTE □ ABC-Harvard symposium draws notables to discuss ways to increase voter participation. **PAGE 92.**

RADIO ROUNDUP □ NRBA convention brims with confidence. **PAGE 96-100.** Fowler blasts proposed House dereg bill. **PAGE 100.** FCC's McKinney debriefs daytimers on expansion. **PAGE 100.** Reps view their changing world. **PAGE 102.** AM broadcasters pronounce themselves alive and well. **PAGE 103.**

FAST BREAK MAN □ MGM/UA's Gershman is helping change the way Hollywood programs, with new co-production deals and increased overseas syndication. **PAGE 127.**

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Premiere week goes to CBS

It wins opening outing with 18.1/29, ABC next with 17.2/28, NBC last with 14.6/23

CBS won premiere week, 1983. The same network that captured the honor in 1982 was able to grab 760,000 more television homes than ABC this year to give it 18.1% of all television homes and a 29% share of the audience. For the first week of the 1983-84 season, which ended Oct. 2, ABC came in second at 17.2/23 and NBC pulled up third with 14.6/23.

CBS won four nights—Monday, Thursday, Friday and Sunday—ABC won Wednesday and Saturday—its traditional strong nights—and NBC won Tuesday. CBS walked away with five of the top 10 programs for premiere week, including three of the top five and the highest-rated show of all, *AfterMASH*, which premiered with a 31/47.

The three-network combined rating inched up 1% to 49.9 over the comparable week a year ago. Likewise, the HUT (homes using television) levels also rose 1% to 62.1, compared with 61.6 last year.

CBS also won the evening news ratings with a 12/24, while NBC followed with 10.1/20.1 and ABC logged third with 9.7/20.

Returning programs, however, heavily dominated the top-rated shows of the week. This was especially true of CBS, which won Friday hands down with *Dukes of Hazzard*, and this season's premieres of *Dallas* and *Falcon Crest*.

Each of the entertainment heads at the three networks saw encouraging signs for his network in the A.C. Nielsen ratings. B. Donald Grant, president of CBS Entertainment, said: "We expected *AfterMASH* to do well, but I don't think you would have found anybody in the Entertainment Division who would have guessed it would get a 47 share."

Aside from movies, specials and reports, premiere week 1983 saw 50 series. Eleven were premieres of new shows, 12 were premieres of returning shows and the balance were shows that jumped the gun and premiered earlier.

Brandon Tartikoff, NBC Entertainment president, noted: "Our rating for the first week is actually up over what we got premiere week last year." In 1982, NBC placed third with 14.4/24. "The only thing we have been saying consistently to all the people who got excited over the summer about our ratings," Tartikoff defended, "is that we *weren't* saying we were going into first place or vaulting into second...what we said was that going into the fall of '83 we felt we would be more competitive than a year ago."

NBC's *Cheers*, Tartikoff pointed out, scored an 18.4/29, its highest rating ever, although it was beaten in the time period by CBS's *Simon and Simon*, which pulled a 23.3/36. But as for *Cheers*, Tartikoff said, "the people who said it was a summer fluke have to respect it now."

Lewis H. Erlicht, newest of the network entertainment division presidents, noted that no calls could be made on most programs until the end of October or middle of November. Erlicht said one of ABC's objectives this season was to "get sampled at any cost." That was the strategy behind introducing several programs before premiere week, he said. Erlicht said it would take at least another month because sports over the next few weeks will disrupt the schedule enough to prevent the networks from seeing how their regular programs compete.

Night by night:

CBS won Monday with an average 23.1/35, receiving a generous boost from *AfterMASH* (31/47), followed by a two-hour premiere of *Emerald Point N.A.S.* But NBC's *Monday Night Movie*, *Sessions*, starring *Hill Street Blues* actress Veronica Hamil, was able to nudge out *Emerald Point*, 20.9/32 to 19.2/29.

Largely on the strength of returning series *A Team* and *Remington Steele* (both of which premiered the previous week), NBC was able to carry Tuesday night with an average 18.7/29. CBS premiered *The Mississippi* with 13/20, but it was no match for ABC's 8-9 p.m. sitcoms, *Just Our Luck* (13.9/22) and the premiere of *Happy Days* (15.1/23).

Wednesday night was dominated by ABC, which had a strong lead-in with *The Fall Guy* (22.4/36), followed by the season's premiere of *Dynasty* (27.2/41) and the second showing of *Hotel* (26.1/44). That gave ABC a 25.2/40.3 average for the night. NBC placed second with a 14/22 and CBS, showing a three-hour made-for-TV movie, *Dempsey*, came in third with an 11.5/18.

CBS climbed back on top Thursday with nary a premiere in the lineup. It averaged 22.3/36 as it led off with *Magnum, P.I.* (22.7/37), *Simon & Simon* (23.3/36) and *Knot's Landing* (21/36). ABC was a distant second, averaging a 13.6/22 with a lineup that started with *Trauma Center* (14.1/23), *9 to 5* (11.4/18), *It's Not Easy* (9.8/15) and *20/20* (16/27). NBC, even a more distant third, averaged 13.9/22.4.

CBS captured Friday, largely on the strength of its returning series, by averaging a 22.6/38. The premiere of *Dallas* (27.5/44), outflanked ABC's *Lottery* (12.7/20) and NBC's special two-hour *Manimal* (10/16). CBS's premiere of *Falcon Crest* (23.4/41) also overpowered ABC's *Matt Houston* (14.8/26) and NBC's *For Love and Honor* (8.5/15).

ABC easily captured Saturday night with *T.J. Hooker* (14.9/27) and the season's premiere of *The Love Boat* (22.7/38). NBC's premiere of returning *Different Strokes* (15.8/29) was doing well against CBS's premiere of *Cutter to Houston* (14.9/27) until 8:30 p.m., when NBC premiered a special

Rank	Show	Network	Rating/Share
1.	AfterMASH*	CBS	31.0/47
2.	Dallas**	CBS	27.5/44
3.	Dynasty**	ABC	27.2/41
4.	Hotel	ABC	26.1/44
5.	Falcon Crest**	CBS	23.4/41
6.	Simon & Simon**	CBS	23.3/36
7.	A Team	NBC	23.0/36
8.	Love Boat**	ABC	22.7/38
9.	Magnum, P.I.**	CBS	22.7/37
10.	Fall Guy	ABC	22.4/36
11.	60 Minutes	CBS	22.1/40
12.	Knots Landing**	CBS	21.0/36
13.	Sessions	NBC	20.9/32
14.	Knight Rider**	NBC	20.3/31
15.	Three's Company**	ABC	19.4/29
16.	Hart to Hart**	ABC	19.3/32
17.	Emerald Point N.A.S.*	CBS	19.2/29
18.	Remington Steele	NBC	18.8/28
19.	Cheers**	NBC	18.4/29
20.	Jeffersons**	CBS	18.3/27
21.	Oh Madeline*	ABC	18.2/28
22.	Alice**	CBS	18.1/29
23.	One Day at a Time**	CBS	17.9/27
24.	Trapper John, M.D.**	CBS	17.7/30
25.	Goodnight, Beantown**	CBS	17.5/26
25.	Facts of Life	NBC	17.5/26
27.	NFL Monday Night Football	ABC	17.3/29
28.	We Got It Made	NBC	17.0/26
29.	Dukes of Hazzard	CBS	16.8/29
30.	Webster	ABC	16.6/28
31.	One Cooks/Other Doesn't	CBS	16.5/26
32.	Yellow Rose Preview*	NBC	16.1/27
33.	20/20	ABC	16.0/27
34.	Diff'rent Strokes**	NBC	15.8/29
35.	Family Ties**	NBC	15.7/24
36.	Happy Days**	ABC	15.1/23
37.	Hardcastle & McCormick	ABC	15.0/23
38.	T.J. Hooker**	ABC	14.9/27
39.	Heaven Can Wait	ABC	14.9/24
40.	Matt Houston	ABC	14.8/26
41.	Real People	NBC	14.4/23
42.	Live and In Person	NBC	14.2/23
43.	Trauma Center	ABC	14.1/23
44.	Benson	ABC	14.0/25
45.	Just Our Luck*	ABC	13.9/22
46.	Cannonball Run	CBS	13.5/23
47.	Mama's Family**	NBC	13.5/21
48.	Gimme A Break**	NBC	13.3/22
49.	Mississippi**	CBS	13.0/20
50.	Lottery	ABC	12.1/20
51.	That's Incredible	ABC	11.9/18
52.	Mr. Smith	NBC	11.7/21
53.	Dempsey	CBS	11.5/18
54.	Ripley's Believe It Or Not	ABC	11.4/20
55.	9 to 5**	ABC	11.4/18
56.	Live and In Person part II	NBC	10.9/18
57.	Live and In Person part III	NBC	10.7/18
58.	Cutter to Houston*	CBS	10.5/19
59.	Boone*	NBC	10.4/16
60.	Rousters*	NBC	10.0/17
61.	Manimal*	NBC	10.0/16
62.	Candid Camera Special	NBC	9.9/17
63.	It's Not Easy*	ABC	9.8/15
64.	For Love and Honor	NBC	8.5/15
65.	First Camera	NBC	6.2/11

* New program-premiere episode

** Returning program-premiere episode

73.1125(B)(2) of rules. Action Sept. 16.

- WHTZ (100.3 mhz) Newark, N.J.—Granted modification of CP to change SL and waive section 73.1125 (B)(2) of rules. Action Sept. 15.
- WLVV (96.9 mhz) Statesville-Charlotte, N.C.—Granted waiver of section 73.1201(B)(2) of rules to identify as "Statesville-Charlotte, N.C." Action Sept. 19.
- WRQN (93.5 mhz) Bowling Green—Granted modificatin of CP (BPH-810720AN), as mod.) to make changes in antenna system; increase ERP to 1.95 kw and decrease HAAT to 360 ft. Action Sept. 22.
- KNFB (94.3 mhz) Nowata, Okla.—Granted modification of CP (BPH-820326AX) to change ERP to 3 kw and change HAAT to 107 ft. Action Sept. 21.
- *KTJA (103.3 mhz) Beaverton, Ore.—Granted modification of CP (BPH-9634, as mod.) to change TL; decrease ERP to 81 kw and increase HAAT to 1,654 ft. Action Sept. 21.
- *KERA-FM (90.1 mhz) Dallas—Granted CP to make changes in antenna system; change type trans.; change type antenna; increase ERP to 100 kw; increase HAAT to 1,262 ft., and increase TPO to 39.578 kw. Action Sept. 22.
- WTID (106.9 mhz) Suffolk, Va.—Granted modification of CP (BPH-8405) to change EL and request waiver of section 73.1125 (B)(2) of rules. Action Sept. 15.
- KLYK (105.5 mhz) Longview, Wash.—Granted modification of CP (BPH-830204AM) to make changes in antenna system; change TL; increase ERP to .218 kw, and increase HAAT to 917 ft. Action Sept. 15.

TV actions

- KIEM-TV (ch. 3) Eureka, Calif.—Granted CP to change ERP to 10 kw aur. and change antenna system. Action Sept. 19.
- KXMC-TV (ch. 13) Minot, N.D.—Granted CP to change HAAT to 1,130.5 ft. and replace transmitting system. Action Sept. 21.
- WTTE (ch. 28) Columbus, Ohio—Granted MP to change ERP to 1,916 kw vis., 383 kw aur. and change HAAT to 965 ft. Action Sept. 22.
- KOAP-TV (ch. 10) Portland, Ore.—Application rescinded for MP to change ERP to 316 kw vis., 3.16 kw aur.; change HAAT to 1,740 ft; change TL, and change antenna system. Action Sept. 27.
- WSJU (ch. 18) San Juan, P.R.—Granted MP (BPCT-810121KE) to change ERP to 575 kw vis., 57.5 kw aur.; change HAAT to 2,829 ft., make change in antenna system. Action Sept. 18.
- WKCH-TV (ch. 43) Knoxville, Tenn.—Granted MP (BPCT-801031KI) to change ERP to 2,210 kw; 221 kw aur., and change HAAT to 1,150 ft. Action Sept. 22.
- *KBNR (88.3 mhz) Brownville, Tex.—Application dismissed for modification of CP (BPED-801118AF, as mod.) to change TL and SL. Action Sept. 16.

Call letters

Applications

Call	*Sought by*
	New AM's
KIAM	Voice for Christ Ministries Inc., Nenana, Ala.
	New FM's
*WVCT	Victory Training School Corp., Keavy, Ky.
KBXS	Eastern Nevada Broadcasting Inc., Ely, Nev.
KZIA-FM	John Deme, Rio Rancho, N.M.
KZPR	LIB, Inc., Minot, N.D.
*KASD-FM	State Board of Directors for ED-TV, Reliance, S.D.
*WVPG	West Virginia Educational Broadcasting Authority, Parkersburg, W.Va.
WCKA	Milliken Investment Company, Sutton, W.Va.
	New TV's
KOSL	Arapahoe Silent Majority, Inc., Ogden, Utah
	Existing AM's
KOIT	KYA San Francisco
WYXY	WZNG Cypress Gardens, Fla.
WWRY	WFXI Haines City, Fla.
WPCK	WIRK West Palm Beach, Fla.
KJCY	KFLI Mountain Home, Idaho
WTCX	WXOX Bay City, Mich.
WGGR	WMFG Hibbing, Minn.
WKXR	WGWR Asheboro, N.C.
WRZK	WFBS Spring Lake, N.C.
WPXY	WPXN Rochester, N.Y.
KCUL	KKYR Marshall, Tex.
KZXL	KIKM Sherman, Tex.
KGTM	KNIN Wichita Falls, Tex.
WQBE	WKAZ Charleston, W. Va.
	Existing FM's
KOJY	KLTA Dinuba, Calif.
KYA-FM	KLHT San Francisco
KKLK	KGO-FM San Francisco
KYBB	KWGF Tracy, Calif.
WTNT-FM	WCSN Tallahassee, Fla.
WCEM-FM	WESP-FM Cambridge, Md.
KCMO-FM	KCEZ Kansas City, Mo.
WRLT	WCSE Asheboro, N.C.
WMOU	WXLQ Berlin, N.H.
WKQZ	WWNH-FM Rochester, N.H.
WSJL	WRIO-FM Cape May, N.J.
KKRZ	KQFM Portland, Ore.
WSBG	WVPO-FM Stroudsburg, Pa.
KTXF	KDUV Brownsville, Tex.
KSAQ	KSLR San Antonio, Tex.
	Existing TV's
KIHS-TV	KBSA Ontario, Calif.
WMGT	WCWB-TV Macon, Ga.
KOBF	KIVA-TV Farmington, N.M.

Grants

Call	*Assigned to*
	New AM
WAAS	James H. Hayes and Judith G. Hayes, Thompson Station, Tenn.
KJTA	World Radio Missionary Fellowship-USA Inc., Pharr, Tex.
	New FM's
KWEI-FM	Mountain Land Broadcasting, Weiser, Idaho
KEZV	United Radio Group Inc., Spearfish, S.D.
KQBE	Lord Broadcasting Co., Ellensburg, Wash.
	New TV's
WQHJ	Rappaport Communications Inc., Key West, Fla.
KQJA	Matlock Communications Inc., Winnemucca, Nev.
KKSG	Citizens Rights Telecommunications Co., Carlsbad, N.M.
WCAY-TV	Television Corp. of Tennessee, Nashville
KOBK	Brotherhood Broadcasting, Walla Walla, Wash.
	Existing AM's
KEZL	KUDE Oceanside, Calif.
KIIQ	KRTS Manitou Springs, Colo.
WCKJ	WBIA Augusta, Ga.
WCKZ	WACX Austell, Ga.
WBGA	WGIG Brunswick, Ga.
WDUN	WGGA Gainesville, Ga.
WGGA	WDUN Gainesville, Ga.
WKGQ	WWAM Milledgeville, Ga.
WMRZ	WQUA Moline, Ill.
WIFE	WCNB Connersville, Ind.
KMRY	KCBC Des Moines
WACM	WQXQ West Springfield, Mass.
WVIC	WVGO Lansing, Mich.
KOKN	KWPR Claremore, Okla.
KRVC	KBOY Medford, Ore.
WFXX	WMPT South Williamsport, Pa.
WZRA	WMOC Chattanooga
KIEZ	KTLK Beaumont, Tex.
KTRM	KALO Beaumont, Tex.
WNSY	WGH Newport News, Va.
KKER	KSPO Spokane, Wash.
WIKS	WPAR Parkersburg, W. Va.
WLXR	WLCX La Crosse, Wis.
	Existing FM's
KVMA-FM	KFMV Magnolia, Ark.
*KWAP	*KMAH Atherton, Calif.
KKHR	KNX-FM Los Angeles
KEZL-FM	KEZL Oceanside, Calif.
KEZN	KCMS Palm Desert, Calif.
KINQ	KDFM Walnut Creek, Calif.
WZNE	WQXM Clearwater, Fla.
WQPD	WNFQ Lake City, Fla.
WGIG-FM	WSBI-FM Brunswick, Ga.
WQCW	WLTE Waycross, Ga.
KVKI	KEPT Shreveport, La.
*WBYQ	WSPH Baltimore, Md.
WYXX	WHTC-FM Holland, Mich.
WVIC-FM	WVIC Lansing, Mich.
KSRQ	KAVS Thief River Falls, Minn.
KEZS-FM	KFMP Cape Girardeau, Mo.
KBBZ	KFXZ Kalispell, Mont.
WOW-FM	KYNN-FM Omaha
KEER	KORK-FM Las Vegas
KITT	KTWB Las Vegas
WFMV	WFMV-FM Blairstown, N.J.
*WEEE	*WEHS Cherry Hill, N.J.
KCPK	KICA-FM Clovis, N.M.
KWSI	KHQE Warm Springs, Ore.
WXTU	WIFI Philadelphia
WFXX-FM	WMPT-FM South Williamsport, Pa.
KALK	KZIM Denison, Tex.
KJNE	KHBR-FM Hillsboro, Tex.
WNSY-FM	WGH-FM Newport News, Va.
WLXR-FM	WLXR La Crosse, Wis.
	Existing TV's
WEVV	WAFV Evansville, Ind.
KWWL	KWWL-TV Waterloo, Iowa
*KOAB-TV	*KVDO-TV Bend, Ore.
KTTY	KSDT San Diego, Calif.

Summary of broadcasting as of June 30, 1983

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

10/17/83
C1750-1

The Fifth Estate

Broadcasting Oct 17

53d Year 1983

Molly Granger on KHTV Houston.

"The one thing I want to stress most about TV independents, is that they need to realize the full potential of their place today. The time is right for them to be aggressive and not hang back.

"Gaylord's KHTV in Houston is a good example of a station that believes in itself and is willing to invest in its programming.

Molly Granger is Vice President-Media Director/Southwest, Eisaman, Johns & Laws Advertising, Inc., Houston.

"KHTV's 9 o'clock news, for instance, is extremely well-done. Even the time slot is perfect. Houston goes to work early, and a lot of people want to get to bed sooner, but still catch the news.

"KHTV is also not shy about grabbing hold of out-of-state sales people, and for that I give them kudos. It keeps KHTV objective and able to sell Houston as Houston is, rather than Houston as Houston was.

"All in all, we have had a long and pleasant relationship with KHTV, and other Gaylord stations as well. They are willing to work with us in any way they can to be included in our buy. And they usually are."

Gaylord Broadcasting

GB

KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
WUAB-TV Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WVTV Milwaukee

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BETHESDA MD 20814

Vol. 105 No. 16

Broadcasting Oct 17

Turner buys his competitor for $25 million ☐ Fallout from the SNC-CNN deal ☐ Perspective on Wirth ☐ Arbitron ADI's

TURNER TRIUMPH ☐ Hotly contested cable news fight ends as Ted Turner announces purchase of competitor Satellite News Channel and plans to shut it down, switching its 7.7 million homes to CNN or CNN Headline News. **PAGE 27.**

NATURAL SELECTION ☐ Although the year in cable has been marked by mergers, buyouts and shutdowns, industry leaders, analysts and advertisers say what is happening is only unfolding of evolutionary process. **PAGE 28.**

PICKING UP THE PIECES ☐ With decision to sell SNC only the latest cable-programing setback for ABC Video Enterprises and Group W Satellite Communications, executives at both take a hard look at what's next. **PAGE 29.**

MINDING THE CHILDREN ☐ Broadcasters and educators from around the country gathered at three-day NAB conference in Washington last week to compare notes on how to improve and increase children's programing. Shows screened get high marks, but educators feel more programing is needed. **PAGE 30.**

MARKET REPORT ☐ New Arbitron ADI rankings are out for U.S. television markets. List begins on **PAGE 32.**

BY POPULAR DEMAND ☐ Escalating need for programing makes syndicated off-network offerings such as *Hill Street Blues* and *Magnum P.I.* hot properties. **PAGE 34.**

SPOTLIGHT ON WIRTH ☐ The hard-working Colorado congressman minds the door through which broadcast deregulation must pass. BROADCASTING takes an in-depth look at the man, who at 44, has made a name for himself in communications, his political party and the nation. **PAGE 42-54.**

STRONG WORDS ☐ Valenti blasts FCC for its tentative decision on network syndication and financial interest rules. **PAGE 54.**

ROSY REPORT ☐ CBS announces increased earnings in third quarter. **PAGE 60.**

SYNDICATION SURVEY ☐ *Wheel of Fortune* and *Taxi* appear to be off to good start; *Thicke* a different story. **PAGE 64.**

EYE HAS IT ☐ CBS wins second week of season, just as it did the first. **PAGE 66.**

LEVEL FIELD ☐ ABC's Schneider decries different rules for different players in same game. **PAGE 68.**

OFF AND RUNNING ☐ Among election races at NAB is Stevens-O'Shaughnessy contest for radio board seat. **PAGE 69.**

DISH DEAL ☐ NBC and Comsat seal agreement for satellite communications network. **PAGE 72.**

FM IMPROVEMENT ☐ CBS and NAB engineers have created switchers that increase the quality of the FM radio signal. **PAGE 74.**

ON TOP ☐ Once he broke into the advertising business, Ken Robbins never looked back and now heads SSC&B/Lintas, one of the industry's leading agencies. **PAGE 95.**

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to generate awareness about programs.

One example cited by Jaffee was the January/February 1983 issue of the NEA's newspaper which included a guide written by a New Jersey teacher for the ABC production of *Winds of War*. The April edition, she said,"included a guide for the *CBS Afternoon Playhouse* drama—*Revenge of the Nerd* written by Camille Faith, who also wrote a guide, which the NEA distributed last fall for ABC's *The Wave*, that was so successful we decided to make TV study guides an ongoing project."

Through the use of these curriculum guides, educators have been able to use television to their advantage, and "by working together, some of the minuses from television can turn into pluses," Marx said.

There was encouraging news for the industry too. Dr. Ner Littner, a doctor with the Chicago Institute for Psychoanalysis, told the broadcasters that studies conducted by the National Coalition on Television Violence that claim television has a harmful effect on children were "unadulterated crap.

"Television is our latest scapegoat for helping those of us who are parents avoid facing the unpleasant fact that we are the ones entirely responsible for our children being violent, or being passive or eating an excess of highly sugared cereals," Littner maintained. He argued that "as long as we can blame it all on television, we can try to conceal from ourselves the facts that we parents are actively engaged in producing children who are mentally ill; we are actively engaged in prepetuating the traumatic conditions that breed emotionally disturbed children, and we are carefully avoiding developing resources that would help our sick children get well."

Littner contended that "much of the so-called research on the effects of television viewing on children belongs in the never-never land of self-fullfiling prophecies." He suggested that rather than monitoring television, activist groups should spend their energies pushing for an increase in, and improvement of, mental health resources. "I believe that the traumatic impact of television programs or commercials on children is being grossly and dangerously exaggerated." Littner urged those present to resist all attempts from pressure groups to sway their judgment. "You really have to follow your own gut feelings about what is the best approach."

Eric Mink, television critic for the *St. Louis Post-Dispatch*, sympathized with broadcasters' concerns about government intervention. He felt that children were spending too much time in front of the television, but objected to the government dictating programing requirements. "I am not thrilled with children's television. Most of it is pretty rotten. But that's no excuse for the government to get into the media business," Mink said.

The session's workshops and screening sessions appeared to be well received. The programs attracting the most praise were: *Heads Up*, WBAL(TV) Baltimore; *Crumpets Corner*, WCVB-TV Boston; *Miss Fran*, KTVY(TV) Oklahoma City; *Kids Corner*, WLBT(TV) Jackson, Miss., and *Action News for Kids*, WBNG(TV) Binghamton, N.Y.

"Everything I've seen has provided a good foundation and has been most helpful," said Joyce Eves, public affairs director for WDSU-TV New Orleans. Eves's station is interested in doing children's programing and she said she picked up many "helpful hints." Karen Peckham, a writer and producer for WSOC-TV Charlotte, N.C., said the conference served as a "trading post," for ideas. □

What children think. This session featuring Mac McGarry, host of *It's Academic*, WRC-TV Washington, and children from the metropolitan area was a lively event. The youths talked about TV and fielded questions from the audience about their viewing habits. They all watched television regularly and NBC-TV's *Different Strokes*, *A Team* and *Knight Rider*, and public television's *3-2-1 Contact*, were at the top of their list. Cartoons were the least favorite of this group, composed of mostly nine-, 10- and 11-year-olds. The majority of their parents seemed to play an active role in their daily viewing routines, although some of the children had their own sets and complete control over the dial. They wanted to see more sitcoms with children in lead roles. They enjoy those programs the most because they feel they reflect real-life situations faced by average children.

Arbitron's new ADI's

Arbitron has released its 1983-84 area of dominant influence (ADI) rankings for U.S. television markets. Only one ADI changes, with Farmington, N.M., formerly its own ADI, now being included in the Albuquerque, N.M., market. That reduces total ADI's from 210 to 209. Arbitron's new listing estimates the nation's television households at 83,971,800, up 0.61% from last year's 83,462,600.

Top market changes include Houston moving from 11th to 10th; Cleveland dropping out of the top 10, from ninth to 11th, and Dallas-Fort Worth moving from 10th to ninth. Seattle-Takoma, Wash., moved past Atlanta to 15th, dropping Atlanta one notch to 16th. Sacramento-Stockton, Calif., replaced Baltimore in 20th position, with the latter dropping to 21st.

Arbitron has renamed four markets: Cedar Rapids-Waterloo-Dubuque, Iowa; Bristol, Va.-Kingsport-Johnson City, Tenn./Tri-Cities; Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill., and Orlando-Daytona Beach-Melbourne, Fla.

New rank	*Old rank*	*Market*	*TV Households*
1	1	New York	6,474,700
2	2	Los Angeles	4,318,000
3	3	Chicago	2,968,100
4	4	Philadelphia	2,481,800
5	5	San Francisco	2,025,900
6	6	Boston	1,933,300
7	7	Detroit	1,644,000
8	8	Washington	1,522,400
9	10	Dallas-Fort Worth	1,454,400
10	11	Houston	1,401,100
11	9	Cleveland	1,391,400
12	12	Pittsburgh	1,175,200
13	13	Miami	1,162,300
14	14	Minneapolis-St. Paul	1,149,500
15	16	Seattle-Tacoma	1,130,500
16	15	Atlanta	1,123,300
17	17	Tampa-St. Petersburg, Fla.	1,105,800
18	18	St. Louis	1,032,300
19	19	Denver	937,700
20	21	Sacramento-Stockton, Calif.	980,600
21	20	Baltimore	851,800
22	24	Hartford-New Haven, Conn.	806,500
23	22	Portland, Ore.	804,600
24	23	Indianapolis	804,500
25	25	Phoenix	780,000
26	26	San Diego	735,000
27	27	Kansas City	711,700
28	28	Cincinnati	692,800
29	30	Milwaukee	687,400
30	33	Orlando-Daytona Beach-Melbourne, Fla.	646,400
31	30	Nashville	646,100
32	31	Charlotte, N.C.	644,100
33	32	Buffalo, N.Y.	626,500
34	34	New Orleans	616,000
35	35	Columbus, Ohio	592,800
36	39	Greenville-Spartanburg, S.C.-Asheville, N.C.	581,400
37	38	Raleigh-Durham, N.C.	579,400
38	37	Grand Rapids-Kalamazoo-Battle Creek, Mich.	572,300

New rank	Old rank	Market	TV Households
38	36	Memphis	572,300
40	40	Oklahoma City	572,100
41	41	Providence, R.I.-New Bedford, Mass.	557,800
42	42	Salt Lake City	548,400
43	43	Charleston-Huntington, W. Va.	528,400
44	44	Louisville, Ky.	509,600
45	45	San Antonio, Tex.	506,200
46	48	Harrisburg-York-Lancaster-Lebanon, Pa.	503,000
47	46	Norfolk-Portsmouth-Newport News-Hampton, Va.	498,200
48	47	Birmingham, Ala.	482,500
49	49	Dayton, Ohio	475,500
50	51	Greensboro-Winston Salem-High Point, N.C.	473,000
51	52	Albany-Schenectady-Troy, N.Y.	470,000
52	50	Wilkes Barre-Scranton, Pa.	466,800
53	54	Little Rock, Ark.	447,000
54	55	Shreveport, La.-Texarkana	446,600
55	57	Tulsa, Okla.	445,100
56	53	Flint-Saginaw-Bay City, Mich.	443,900
57	56	Richmond, Va.	442,300
58	59	Wichita-Hutchinson, Kan.	416,900
59	58	Knoxville, Tenn.	410,500
60	60	Toledo, Ohio	403,200
61	61	Mobile, Ala.-Pensacola, Fla	401,700
62	68	Albuquerque, N.M.	394,200
63	64	West Palm Beach, Fla.	388,300
64	62	Jacksonville, Fla.	384,500
65	63	Fresno, Calif.	379,400
66	67	Syracuse, N.Y.	360,100
67	65	Des Moines	357,700
68	66	Roanoke-Lynchburg, Va.	355,300
69	69	Green Bay, Wis.	352,600
70	71	Rochester, N.Y.	341,600
71	70	Omaha	339,400
72	72	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	331,200
73	74	Springfield-Decatur-Champaign, Ill.	328,300
74	75	Spokane, Wash.	323,700
75	73	Davenport, Iowa-Rock Island-Moline, Ill.	322,200
76	76	Cedar Rapids-Waterloo-Dubuque, Iowa	322,000
77	78	Lexington, Ky.	302,900
78	77	Portland-Poland Spring, Me.	301,800
79	79	Chattanooga, Tenn.	287,000
80	83	Johnstown-Altoona, Pa.	280,200
81	80	South Bend-Elkhart, Ind.	279,300
82	85	Austin, Tex.	276,000
83	81	Youngstown, Pa.	274,700
84	86	Jackson, Miss.	273,500
85	87	Tucson, Ariz.	271,500
86	82	Springfield, Mo.	270,900
87	84	Bristol, Va.-Kingsport-Johnson City, Tenn.	267,200
88	88	Evansville, Ind.	258,500
89	89	Lincoln-Hastings-Kearney, Neb.	256,600
90	90	Columbia, S.C.	249,300
91	92	Baton Rouge, La.	246,300
92	91	Huntsville-Decatur-Florence, Ala.	246,200
93	94	Burlington, Va.-Plattsburgh, N.Y.	236,600
94	95	Sioux Falls-Mitchell, S.D.	233,900
95	93	Fort Wayne, Ind.	231,600
96	96	Springfield, Mass.	230,100
97	97	Waco-Temple, Tex.	221,600
98	100	Greenville-New Bern-Washington, N.C.	213,400
98	98	Lansing, Mich.	213,400
100	99	Peoria, Ill.	210,700
101	108	Fargo, N.D.	210,500
102	102	Las Vegas	209,400
103	103	Augusta, Me.	201,400
103	106	El Paso	201,400
105	104	Colorado Springs-Pueblo, Colo.	199,700
106	101	Madison, Wis.	195,700
107	107	Savannah, Ga.	194,200
108	110	Salinas-Monterey, Calif.	188,900
109	113	Lafayette, La.	187,500
109	109	Rockford, Ill.	187,500
111	111	Charleston, S.C.	187,100
112	117	Fort Myers-Naples, Fla.	183,300
113	112	Columbus, Ga.	182,800
114	105	Monroe, La.-El Dorado, Ark.	182,600
115	115	Amarillo, Tex.	179,900
116	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	178,100
117	114	Duluth, Minn.-Superior, Wis.	176,300
118	118	Joplin, Mo.-Pittsburg, Kan.	173,400
119	119	Montgomery, Ala.	170,000
120	121	Beaumont-Port Arthur, Tex.	169,900
120	124	McAllen-Brownsville, Tex.	169,900
122	120	Yakima, Wash.	169,800
123	129	Wheeling, W. Va.-Steubenville, Pa.	164,400
124	125	Reno	163,400
125	136	Corpus Christi, Tex.	162,600
126	122	Eugene, Ore.	162,000
126	123	Terre Haute, Ind.	162,000
128	127	Tallahassee, Fla.	161,800
129	133	La Crosse-Eau Claire, Wis.	158,900
130	128	Wichita Falls, Tex.-Lawton, Okla.	157,600
131	134	Lubbock, Tex.	157,400
132	130	Wausau-Rhinelander, Wis.	155,900
133	132	Traverse City-Cadillac, Mich.	151,900
134	135	Binghamton, N.Y.	151,400
135	137	Sioux City, Iowa	148,200
136	143	Columbus-Tupleo, Miss.	147,300
137	126	Boise, Idaho	146,300
138	140	Chico-Redding, Calif.	145,200
139	141	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	144,700
140	138	Macon, Ga.	144,200
141	139	Columbia-Jefferson City, Mo.	140,100
142	142	Minot-Bismarck-Dickinson, N.D.	138,400
143	131	Bluefield-Beckley-Oak Hill, W.Va.	137,900
144	145	Odessa-Midland, Tex.	133,500
145	146	Topeka, Kan.	132,600
146	144	Erie, Pa.	130,800
147	150	Bakersfield, Calif.	130,200
148	148	Fort Smith, Ark.	130,000
149	147	Florence, S.C.	129,900
150	149	Albany, Ga.	124,700
150	151	Wilmington, N.C.	124,700
152	153	Quincy, Ill.-Hannibal, Mo.	122,200
153	154	Missoula-Butte, Mont.	118,200
154	152	Medford, Ore.	116,000
155	155	Abilene-Sweetwater, Tex.	114,400
156	156	Bangor, Me.	108,600
157	157	Idaho Falls-Pocatello	107,400
158	158	Utica, N.Y.	101,400
159	160	Tyler, Tex.	98,200
160	159	Dothan, Ala.	95,300
161	161	Rapid City, S.D.	95,200
162	168	Clarksburg-Weston, W.Va.	88,200
163	174	Alexandria, La.	85,200
164	163	Laurel-Hattiesburg, Miss.	84,700
165	164	Elmira, N.Y.	83,200
166	165	Salisbury, Md.	81,400
167	169	Watertown-Carthage, N.Y.	75,500
168	162	Lake Charles, La.	75,400
169	167	Billings-Hardin, Mont.	75,300
170	170	Gainesville, Fla.	74,900
171	171	Meridian, Miss.	71,500
172	172	Ardmore-Ada, Okla.	69,500
173	173	Jonesboro, Ark.	66,400
174	175	Greenwood-Greenville, Miss.	65,900
175	176	Panama City, Fla.	65,100
176	177	Great Falls, Mont.	63,300
177	178	El Centro, Calif.-Yuma, Ariz.	62,500
178	166	Alexandria, Minn.	61,400
179	179	Biloxi-Gulfport-Pascagoula, Miss.	59,100
180	180	Casper-Riverton, Wyo.	57,800
181	181	Eureka, Calif.	56,600
182	184	Roswell, N.M.	55,900
183	183	Jackson, Tenn.	55,500
184	182	Marquette, Mich.	55,400
185	186	Grand Junction, Colo.	54,000
186	188	Palm Springs, Calif.	51,500
187	185	Bowling Green, Ky.	50,600
188	187	Tuscaloosa, Ala.	49,800
189	189	Cheyenne, Wyo.	49,700
190	190	St. Joseph, Mo.	48,600
191	191	Lafayette, Ind.	45,300
192	192	Anniston, Ala.	42,300
193	193	Lima, Ohio	39,600
194	194	Parkersburg, W. Va.	37,400
195	196	San Angelo, Tex.	37,000
196	195	Harrisonburg, Va.	36,700
197	197	Mankato, Minn.	33,000
198	199	Laredo, Tex.	31,900
199	198	Zanesville, Ohio.	30,300
200	200	Presque Isle, Me.	29,100
201	203	Twin Falls, Idaho	26,200
202	205	Victoria, Tex.	25,900
203	204	Bend, Ore.	25,700
204	201	Ottumwa, Iowa-Kirksville, Mo.	24,600
205	206	Helena, Mont.	17,600
206	207	Selma, Ala.	17,300
207	208	North Platte, Neb.	15,900
208	209	Alpena, Mich.	15,300
209	210	Glendive, Mont.	6,300

Libel standard. The Oregon court of appeals last week came down on the side of private plaintiffs in libel suits. It said such plaintiffs need prove only that the defamatory statements resulted from negligence, not malice. The unanimous ruling reversed a decision of a lower court in a $7.4-million libel suit filed against the *Willamette Week*, a weekly newspaper published in Portland, by the Bank of Portland and its president, Homer Wadsworth. They said they were libeled in a story printed in 1978 that questioned the propriety of the bank's dealings with several Portland businessmen. They contended the paper did not try to verify facts in the story and published a one-sided account provided mainly by one source. The counsel for the newspaper contended that ordinary negligence is not an appropriate standard in cases involving constitutionally protected freedom of the press.

And the Oregon Newspaper Publishers Association and the American Civil Liberties Union, which filed briefs in support of the newspaper, said the court in such cases should require plaintiffs to prove "malice"—that the paper knew the statements were false or published them with "reckless disregard of their truth or falsity." That is the standard the Supreme Court applies in libel cases involving public figures. But the court of appeals, in returning the case to the Multnomah County Circuit Court, said the negligence standard provides adequate protection to the media. It said, "The only First Amendment requirement relevant to this appeal is that, in a libel action by a private individual against a media defendant, the plaintiff must prove that the defendant was at least negligent in failing to ascertain whether the defamatory publication was true or false."

12 and a 1.7/9 on KNXT(TV) Los Angeles, at 7:30 a.m. Sundays and a 5.7/12, a 4.7/9 and a 6/11 on WXYZ-TV Detroit, at 7:30 p.m. Saturday.

MCI-TV's *Salute!* has averaged a 1.5/2, a 4.5/7 and a 2.5/4 in New York, where it airs from 8 to 9 p.m. Sundays; a 2.3/4, a 2.9/5 and a 1.6/3 on KCOP(TV) Los Angeles from 9 to 10 p.m. MCA's *Pop-n-Rocker* has averaged a 4.6/14 and a 2.1/8 in New York at 1:30 p.m. Saturday on WABC-TV and a 3.4/11, a 2.7/9 and a 2.1/7 in Los Angeles, on KTLA-TV at 10:30 a.m. Saturday.

During its first three weeks on the air, *Taxi* has averaged an 8.3/18, an 8.8/18 and an 8.9/18 on WNEW-TV New York at 6:30 p.m.; a 4.7/12, a 4.1/10 and 4.7/13 on KTLA(TV) Los Angeles, at 11 p.m. ☐

CBS takes second week; baseball goes hitless

Premieres were petering out and baseball was in, but the order of finish in the prime time ratings for the second week of the new season (week ended Oct. 9) was the same as for the first. CBS-TV took it again, with an average Nielsen rating/share of 18.0/29, ABC was second with a 17.3/28 and NBC-TV was third with 16.0/26. CBS was down a tenth of a rating point from the opening week and ABC was up a tenth, but the real change was recorded by NBC: A 1.4-point advance, thanks in part—but not entirely—to five full nights of major league baseball playoffs.

Two new shows premiered, in contrast to 11 the week before. Both were on CBS: *Scarecrow and Mrs. King* came in with a 22.3/35 to place sixth among the week's shows, while *Whiz Kids* showed little whiz, producing a 13.6/22 and ranking 48th. CBS's *AfterMASH* dropped five rating points from its premiere performance but still managed a 26.0/37 to rank first again for the week. Three new shows—*AfterMASH, Scarecrow and Mrs. King* and ABC's *Hotel*, which scored a 22.0/37 and ranked eighth — made the top 10—unless a 68-minute pro football runover on CBS could be counted a new program in which case there were four. That runover, in the Dallas-Tampa Bay game, did a 22.7/39 and ranked third for the week.

CBS again won Monday, Thursday, Friday and Sunday nights and added Tuesday, won by NBC the week before. ABC again took Wednesday and Saturday.

The three networks' combined rating climbed to 51.3, a 1.4 gain from premiere week and within half a point of the 51.8 scored in the comparable week a year ago. Combined network share for the week was 83 versus 84 a year ago. For the first two weeks the average combined rating and share were 50.4/81 compared with 50.6/82 for the first two weeks of last season.

The second week, night by night:

CBS took Monday with a 20.5/32 average representing *Scarecrow's* 22.3/35, *AfterMASH's* 26.0/37, a 20.7/30 for *Jeffersons* and a 3.4 point drop (from premiere week) to 15.8/26 for the new *Emerald Point N.A.S.* Despite *Boone's* 10.3/16 losing performance against *Scarecrow* and ABC's *That's Incredible* (15.2/24), a *Johnny Carson Anniversary Special* (20.3/31) lifted NBC into second place for the night with an average of 17.0/26. ABC's *Monday Night Football* averaged 15.6/28 over its full three hours 29 minutes, giving ABC a prime time average of 16.7/26.

Tuesday night, CBS's *Mississippi* (16.5/26) and ABC's *Just Our Luck* (16.4/26) and *Happy Days* (16.7/25) tussled to a virtual draw, but CBS's made-for-TV movie, *Secrets of a Mother and Daughter* (18.0/28), outperformed ABC's combination of *Three's Company* (18.9/28). *Oh Madeline* (17.5/26) and *Hart to Hart* (16.5/27) to give the night to CBS at 17.5/27 over ABC at 17.1/27. The night's Philadelphia-Los Angeles National League playoff game and its pregame show carried NBC to within a tenth of a point of ABC for the night at 17.0/27.

ABC took Wednesday night, with *Fall Guy* (18.1/30) trouncing CBS's *Whiz Kids* (13.6/22), and *Dynasty* (22.5.35) and *Hotel* (22.0/37) trouncing the CBS movie, *Carpool* (13.2/21). The Philadelphia-Los Angeles game that night averaged 17.5/29 over its full run and gave NBC a 17.2/28 for the prime time hours.

Thursday night went to CBS, with *Magnum P.I.* doing a 20.8/34 against ABC's *Trauma Center* (13.4/22); *Simon and Simon* turning in 21.8/34 against ABC's *9 to 5* (13.3/21) and *It's Not Easy* (13.4/21), and with *Knot's Landing* producing a 19.6/33 against ABC's *20/20* (15.6/26). On NBC, meanwhile, the American League playoff between Chicago and Baltimore averaged a 16.6/28, giving NBC a second place 16.3/27 for the night.

Friday night also went to CBS, although its *Dukes of Hazzard* (15.5/27) trailed both *Benson* (16.1/29) and *Webster* (17.6/29) on ABC—the first time, ABC said, that any of its regular series had outperformed the *Dukes* in that time period since last Oct. 22. CBS's *Dallas* (23.7/38) swamped ABC's *Lottery* (13.7/22) and CBS's *Falcon Crest* (19.8/34) easily out-distanced ABC's *Matt Houston* (14.6/25). The Baltimore-Chicago game on NBC that night was doing a 14.1/24 to become the lowest rated league championship game ever played in prime time.

Saturday was ABC's, with *T.J. Hooker* turning in one of its better performances at 16.6/30, *Love Boat* doing a 19.1/32 and *Fantasy Island*, in its season premiere, doing a 16.6/29. CBS's *Cutter to Houston* (10.1/18) failed to improve on its premiere performance, and the CBS movie, *September Gun* (15.8/27), was third in its time period, behind Los Angeles-Philadelphia on NBC (16.6/29) as well as the ABC lineup.

CBS took Sunday night by half a point over ABC, thanks to the 22.7/39 produced by the 60-minute runover of the Dallas-Tampa Bay game. Because of the runover, CBS's *60 Minutes* was up against ABC's *Hardcastle & McCormick* again. The first time this happened, also because of a CBS football runover, *Hardcastle* won by two-and-a-half rating points (BROADCASTING, Oct. 3). This time, *60 Minutes* was the winner, 22.1/33 to *Hardcastle's* 18.7/28. NBC's *First Camera*, this time playing against the football runover, was again the week's lowest rated show at 7.7/13.

With two weeks of the new season gone, CBS had a season average of 18.0/29, ABC a 17.2/28 and NBC a 15.2/25.

Rank	Show	Network	Rating/Share
1.	AfterMASH	CBS	26.0/37
2.	Dallas	CBS	23.7/28
3.	NFL Football	CBS	22.7/39
4.	Dynasty	ABC	22.5/35
5.	Making a Male Model	ABC	22.5/35
6.	Scarecrow and Mrs. King*	CBS	22.3/35
7.	60 Minutes	CBS	22.1/33
8.	Hotel	ABC	22.0/37
9.	Simon & Simon	CBS	21.6/34
10.	Magnum, P.I.	CBS	20.8/34
11.	Jeffersons	CBS	20.7/30
12.	Johnny Carson Anniversary	NBC	20.3/31
13.	Falcon Crest	CBS	19.8/34
14.	Knots Landing	CBS	19.6/33
15.	Love Boat	ABC	19.1/32
16.	Three's Company	ABC	18.9/28
17.	Alice	CBS	18.8/28
18.	Hardcastle & McCormick	ABC	18.7/28
19.	Fall Guy	ABC	18.1/30
20.	Secrets Mom/Daughter	CBS	18.0/28
21.	Bustin' Loose	NBC	17.7/27
22.	Webster	ABC	17.6/29
23.	NL Baseball Champ 2	NBC	17.5/29
24.	Jeffersons	CBS	17.5/26
25.	Oh Madeline	ABC	17.5/26
26.	NL Champ. Baseball 1	NBC	17.4/27
27.	Knight Rider	NBC	17.0/26
28.	Happy Days	ABC	16.7/25
29.	T.J. Hooker	ABC	16.6/30
30.	NL Champ. Baseball 4	NBC	16.6/29
31.	Fantasy Island**	ABC	16.6/29
32.	AL Champ Baseball 2	NBC	16.6/28
33.	Hart to Hart	ABC	16.5/27
34.	Mississippi	CBS	16.5/26
35.	Just Our Luck	ABC	16.4/26
36.	Benson	ABC	16.1/29
37.	September Gun	CBS	15.8/27
38.	Emerald Point N.A.S.	CBS	15.8/26
39.	NFL Monday Football	ABC	15.6/28
40.	20/20	ABC	15.6/26
41.	Dukes of Hazzard	CBS	15.5/27
42.	Goodnight, Beantown	CBS	15.4/24
43.	That's Incredible	ABC	15.2/24
44.	Matt Houston	ABC	14.6/25
45.	Trapper John M.D.	CBS	14.4/27
46.	AL Champ. Baseball 3	NBC	14.1/24
47.	Lottery	ABC	13.7/22
48.	Whiz Kids*	CBS	13.6/22
49.	NL Champ. Baseball pre 1	NBC	13.5/24
50.	Trauma Center	ABC	13.4/22
51.	It's Not Easy	ABC	13.4/21
52.	9 to 5	ABC	13.3/21
53.	Carpool	CBS	13.2/21
54.	Ripley's Believe It Or Not	ABC	13.0/21
55.	NL Champ. Baseball pre 2	NBC	12.5/23
56.	NL Champ. Baseball pre 4	NBC	11.9/23
57.	AL Champ. Baseball pre 2	NBC	11.8/22
58.	AL Champ. Baseball pre 3	NBC	10.4/20
59.	Boone	NBC	10.3/16
60.	Cutter to Houston	CBS	10.1/18
61.	First Camera	NBC	7.7/13

* New program-premiere episode

** Returning program-premiere episode

Seeks assignment of license from Continental Radio Corp. to J.B.J. Communications Inc. for $249,656 (BROADCASTING, Oct. 10). Seller is headed by Nathan H. Miller, Virginia state senator. Buyer is equally owned by Robert E. Johnson, president; John H. Swain, and Joseph Salta. It has no other broadcast interests. Filed Sept. 30.

■ WKBD-TV Detroit (ch. 50, ERP: 2,340 kw vis., 209 kw aur., HAAT: 960 ft.)—Seeks assignment of license from Field Enterprises to Cox Communications for $70 million (BROADCASTING, May 23, 1983). Seller is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%). It is divesting itself of its broadcast properties. Field also owns three cable systems and daily *Chicago Sun-Times*. Buyer is publicly traded cable operator and group owner of five AM's, several FM's and six TV's. Cox has announced intention to sell cable system in WKBD-TV coverage area. Filed Sept. 30.

■ WKLZ(AM) Kalamazoo, Mich. (1470 khz, 500 w-D, DA-D)—Seeks assignment of license from Circle Corp. to Independent Voice Inc. for $120,000. Seller is owned by Walter Isbert (51%) and Larry Kronenberger (49%). It has no other broadcast interests. Station has been off-the-air since May 29 because of financial difficulties. Buyer is owned by Edward Gainor (52%), Eric J. Elstro (30%) and Lisa L. Gill (18%). Gainor is currently director of news and operations, and Elstro is currently reporter, both at WSJM(AM) St. Joseph, Mich. Both will resign. Gill is formerly a reporter at WSJM. Filed Sept. 26.

■ KBXM(AM) Kennett, Mo. (1540 khz, 1 kw-D, 500 w-CH)—Seeks assignment of license from Bootheel Broadcasting Co. to KBXM Inc. for $235,000. Seller is owned by Hazel V. Miller and son, Larry Don. It has no other broadcast interests. Buyer is headed by Chancie L. (Rudy) Pylant, who is general manager of KBXM. Filed Sept. 29.

■ KSRD(FM) Seward, Neb. (96.9 mhz, 100 kw, HAAT: 610 ft.)—Seeks assignment of license from KSRD Radio Co. to MusicRadio of Nebraska for $864,000. Seller is general partnership of Mel Wheeler Inc. (80%) and Herman Lee Reavis (20%). Mel Wheeler Inc. also owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT(AM) Denton, and KDNG-FM Gainesville, both Texas; WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. Reavis is general manager of WSLC-AM-WSLQ(FM). Buyer is owned by Donald Cavaleri (60%) and Stephen Kushner (25%). Cavaleri was previously general sales manager WPGC-AM-FM Morningside, Md. Kushner is currently program director at WBZZ(FM) Pittsburgh, Pa. Filed Sept. 30.

■ WWKO(AM) Fair Bluff, N.C. (1480 khz, 1 kw-D)—Seeks assignment of license from Marshall Media Inc. to WWKO for $196,250. Seller is owned by Joseph L. Cussac. He also owns WBER Moncks Corner, S.C. Buyer is equally owned by Theodore J. Gray Jr., president, Richard H. Marshall, and Michael G. Orr. They are previous owners and current creditors of station. Gray also owns WRHI(AM) Rock Hill, S.C., and WFLB(AM) Fayetteville, N.C. Marshall is account executive at WFLB. Orr also owns WCRE(AM) Cheraw, S.C. Filed Sept. 26.

■ WGGO(AM) Salamanca, N.Y. (1590 kz, 5 kw-D)—Seeks transfer of control of Communications Inc. from John R. Newman (100% before; none after) to Gary L., and Theresa Livingston (none before; 100% after) for $263,500. Seller has application pending to buy WZNG(AM) Cypress Gardens, Fla. (BROADCASTING, Sept. 26). Buyers are Gary Livingston (80%) and wife, Theresa (20%). Gary Livingston is currently operations manager at WUUU(FM) Rome, N.Y.

■ WNYN(AM) Canton, Ohio (900 khz, 500 w-D)—Seeks transfer of control from Stephen A. Bloomfield and others (60% before; none after) to Raymond N. Malcolm and Robert C. Hippler (40% before; 100% after) for $300,000. Seller is headed by Stephen A. Bloomfield, news producer at WJKW-TV Cleveland. It has no other broadcast interests. Buyer is owned by Raymond N. Malcolm and Robert C. Hippler. Malcolm, who already owns 40%, is Canton, Ohio.-based insurance businessman. He also has interest in WTAL(AM) Tallahassee, Fla. Hippler is president and general-manager of WNYN. Filed Sept. 23.

■ WBEU(AM)-WQLO-FM Beaufort, S.C. (960 khz, 1 kw-D; FM: 98.7 mhz, 36 kw, HAAT: 225 ft.)—Seeks assignment of license from Beaufort Broadcasting Corp. to Stephen J. Hannon for $1.2 million, including $330,000 noncompete agreement (BROADCASTING, Sept. 12). Seller is owned by George G. Trask, president; his brother, John M. Trask Jr. (38.5% each), and their mother, Flora G. (23%). None have other broadcast interests. Buyer is Gastonia, N.C. orthodontist, who has no other broadcast interests. Filed Sept. 26.

■ WBOL(AM)-WVST(FM) Bolivar, Tenn. (1560 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Bolivar Broadcasting Service Inc. from William H. Morrow (55% before; none after) to Warren H. Isbell (none before; 55% after) for $200,000. Seller has no other broadcast interests. Buyer is leather worker at Armira Corp. in Bolivar, and has no other broadcast interests. Filed Sept. 19.

■ WLUY(AM) Nashville, Tenn. (1300 khz, 5 kw-U, DA-N)—Seeks assignment of license from Mooney-WMAK Inc. to WNQM Inc. for $700,000. Seller is 100% owned by SunGroup Inc., Knoxville, Tenn.-based group owner, headed by George P. Mooney, president. It also owns WSEV-(AM)-WMYU(FM) Sevierville, and WYHY(FM) Hendersonville, both Tennessee, and WERC(AM)-WKXX(FM) Birmingham, Ala. Buyer is headed by Fred P. Werstenberger (64%), who is also majority owner of WVOQ(AM) New Orleans and WMQM(AM) Memphis. It also has pending application for WITA(FM) Knoxville, Tenn. Filed Oct. 3

■ KMID-TV Midland, Tex. (ch. 2, 100 kw vis., 10 kw aur., HAAT: 1,050 ft.)—Seeks assignment of license from Midessa Television Trust to Telepictures Corp. for $15 million. Seller is based in Odessa, Tex. and has interests in KSWO(AM)-TV Lawton, and KRHD-AM-FM Duncan, both Oklahoma; KGLN(AM) Glenwood Springs, Colo.; KFDA-TV Amarillo, Tex. and a Lawton, Okla., cable system. Buyer is publicly traded syndicator. It has no other broadcast interests Filed Oct. 3.

■ KWHO-AM-FM Salt Lake City, Utah (860 khz, 1 kw-D; FM: 93.3 mhz, 26 kw, HAAT: 3,660 ft.)—Seeks transfer of control of Northwest Radio Broadcasting Co. from Northwest Energy Co. (100% before; none after) to The Williams Co. (none before; 100% after). Seller is publicly-owned natural-gas-pipeline carrier which has accepted takeover bid from buyer at $39 per share for a total of approximately $860 million. It has no other broadcast interests. Buyer is Tulsa, Okla.-based, publicly-owned, diversified industrial corporation. It has no other broadcast interests. Filed Sept. 30.

■ KVEZ(FM) Smithfield, Utah (103.9, 3 kw)—Seeks assignment of license from M and M Broadcasting Co. Inc. to Ronald Christner and others for $235,000. Seller is owned by Gregory Merrill (80%) and David J. Miller (20%). Merrill is associate with Chapman Associates. Miller is president of the Utah Broadcasters Association. They have no other broadcast interests. Buyer is limited partnership. Ronald Christner (55%), his brother, Daniel (7.5%), and Richard Cano (7.5%), are general partners. Ronald Christner professor of business administration at Loyola University, New Orleans, and real estate investor. Daniel Christner is announcer at WJBO(AM) Baton Rouge. Richard Cano is sales representative at KCEY(AM)-KMIX(FM) Turlock, Calif.

■ WJOY(AM)-WQCR(FM) Burlington, Vt. (1230 khz, 1 kw-D, 250 w-N; FM: 98.9 mhz, 50 kw, HAAT: 290 ft.)—Seeks assignment of license from Vermont Broadcasting Corp. to Hall Communications Inc. for $2.2 million, including $660,000 cash. (BROADCASTING, Sept. 19). Seller is principally owned by Frank A. Balch. It has no other broadcast interests. Buyer is owned by Robert M. Hall (56%), his wife, Ruth (24%), and their daughter, Bonnie H. Rowbotham (20%). It also owns WONN(AM) Lakeland, and WPCV(FM) Winter Haven, both Florida; WLPA(AM)-WNCE(FM) Lancaster, and WBVP(AM)-WWKS(FM) Beaver Falls, both Pennsylvania; WICH(AM)-WCTY(FM) Norwich, Conn., and WNBH(AM)-WMYS(FM) New Bedford, Mass. Filed Sept. 23.

Summary of broadcasting
as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses

■ WPQZ(AM) Clarksburg, W. Va. (1400 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from The Gilcom Corp. of West Virginia to Radio Two for $387,500. Seller is owned by Edward T. Giller. It also owns WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton, W. Va. It is applicant for WLEE Richmond, Va. Buyer is owned by Jack T. Cloyd (90%) and his son, J. Michael Cloyd (10%). It also owns WKKW(FM)Clarksburg. Filed Sept. 26.

■ KOJO(AM)-KIOZ(FM) Laramie, Wyo. (1490 khz, 500 w-D, 250 w-N; FM: 102.9 mhz, 80 kw, HAAT: 1,150 ft.)—Seeks assignment of license from Meadowlark Broadcasting Inc. to Rocky Mountain Radio Corp. for $600,000. Seller is owned by George M. Malti, San Francisco-based broadcasting attorney. He also owns KYVA(AM)-KOVO(FM) Gallup, N.M. Buyer is equally owned by David R. Nicholas, former BROADCASTING employe, and now Laramie, Wyo., attorney and state senator, and Joseph M. Russin, who was recently senior producer for public-television series, *Inside Story*. They have no other broadcast interests. Filed Sept. 23. Sept. 23.

■ [CP]KLYX(FM) Thermopolis, Wyo. (98.3 mhz, 3-kw)—Seeks assignment of license from Long Lines Broadcasting Inc. to Longcrier Radio Inc. for $10,500 (BROADCASTING, June 27, 1983). Seller is owned by Bruce R. Long. It also owns KURA-AM and [CP]KKLX-FM both Moab, Utah. Buyer is owned by B. Edward Longcrier and wife, Dee Ann, (jointly 51%), and his brother Paul, and Paul's wife, Jeri (jointly 49%). Edward Longcrier is announcer and engineer at KELA-AM-FM Centralia, Wash. It also purchased KTHE(AM) from seller. Filed Oct. 4.

Actions

■ WQCN(AM) Savannah, Ga. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Kar-Whel Enterprises Inc. to Alvin L. Korngold for $156,500, plus other considerations. Seller is owned by Dale L. Karacostas. It has no other broadcast interests. Buyer also has interest in KLAV(AM) Las Vegas. (BAL-830810FQ). Action Sept. 30.

■ WROI(FM) Rochester, Ind. (92.1 mhz, 3 kw, HAAT: 240 ft.)—Granted assignment of license from Fidelity Broadcasting Co. Inc. to Manitou Broadcasting Corp. for $240,000. Seller is owned by Joseph P. Sweeney. It has no other broadcast interests. Buyer is headed by John O'Neill, president. It has no other broadcast interests. (BALH-830809HR). Action Sept. 30.

■ WGEO-FM Beaverton, Mich. (97.7 mhz, 3 kw, HAAT: 310 ft.)—Granted assignment of license from Midwest Broadcasting to Maines Broadcasting Inc. for $70,000. Seller is owned by Leona Katherine Lacey. It has no other broadcast interests. Buyer is owned by Ronald W. Maines, president (50.27%) and 13 others. It also owns WMPX(AM) Midland, Mich. (BALH-830720HH). Action Sept. 26.

■ KOOK-AM-FM Billings, Mont. (970 khz, 5 kw-U, DA-N; FM: 102.9 mhz, 100 kw, HAAT: 500 ft.)—Granted assignment of license from Mathias Enterprises to KOOK Associates Ltd. for $2,005,500. Seller is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. Buyer is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., and KQIL-(AM)-KQIX-FM Grand Junction, Colo. (BAL,H-830718EP,Q). Action Sept. 28.

■ WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville (WGY: 810 khz, 50 kw-U. WGFM: 99.5 mhz, 10 kw, HAAT: 930 ft. WSIX: 980 khz, 5 kw-U. WSIX-FM: 97.9 mhz, 100 kw; HAAT: 1,140 ft.)—Granted assignment of license from General Electric Broadcasting Co. to Foster Management for about $14.5 million. Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and also owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). Buyer is New York-based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. (BAL,BAPLH-830726HZ,GE). Action Sept. 22.

■ WPTR(AM) Albany, N.Y., and WFLY(FM) Troy, N.Y. (1540 khz, 50 kw-U, DA-1; FM: 92.3 mhz; 13 kw; HAAT: 850 ft.)—Granted assignment of license from stockholders of Rust Communications Group Inc. to Five States Tower Co. Inc. for $4 million. Seller is headed by William F. Rust Jr., president (51.7%). It also owns WHAM(AM)-WHFM(FM) Rochester; WFLY(FM) Troy, all New York;

10/25/83
C1750-1

The Fifth Estate

Broadcasting Oct 24

Have you noticed
how much of
Billboard's 'Hot 100'
is licensed by ASCAP
these days?

62.9%

For the 6 months ending September 30th

ascap
We've always had the greats

#1 song • 100 points: #100 song • 1 point, etc.

20814GARNE06681 GEA JUN/84
S GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

53d Year 1983

[illegible] week for networks
on fin-syn □
[illegible] 'At Large'

Vol. 105 No. 17

Broadcasting Oct 24

Fin-syn surfaces in Oval Office again; amendment passed by Senate committee would block action on rules until May ☐ "At Large" with CBS's Gene Jankowski ☐

MORATORIUM? ☐ Senate committee adds amendment to funding resolution prohibiting FCC from changing fin-syn rules until May 24, 1984. **PAGE 27.**

INNER SANCTUM ☐ Commerce, Justice and administration officials meet in Oval Office to give President another debriefing on financial-interest and syndicated rules case. **PAGE 27.**

MEGALOBBYING ☐ Networks and Hollywood representatives are bringing out the big guns in the fin-syn dispute. **PAGE 29.**

FIRST CASUALTIES ☐ ABC and CBS announce first fall programing cuts. **PAGE 31.**

BIG GUNS ☐ Networks are putting finishing touches on the specials, movies and mini-series that will be shown during the November sweeps. **PAGE 32.**

HILL HEARING ☐ Senate committee hears testimony on allowing others to compete with Intelsat in international telecommunications field. **PAGE 33.**

UNWELCOME REACTION ☐ Some network affiliates are balking at split 30's coming their way. **PAGE 30.**

EYE ON CBS ☐ In "At Large," CBS/Broadcast Group President Gene Jankowski explains company's management moves, its re-ascendency to number one in prime time ratings and forays in future technologies. **PAGE 42-54.**

RATE CHECK ☐ House subcommittee hears testimony on legislation that would nullify Copyright Royalty Tribunal's most recent rate hikes. **PAGE 55.**

PICKING UP THE BALL ☐ Supreme Court decides to take up case of NCAA football contracts. **PAGE 56.**

MORE DEREG ☐ FCC proposes to increase nighttime power for Class IV's, ease restrictions on STV operations and change multicity ID rules. **PAGE 56.**

INTO THE ACT ☐ MPAA urges administration to stop the pirating of satellite feeds by other countries. **PAGE 57.**

CONCERTED EFFORT ☐ FCC's McKinney warns that federal deregulation may be in vain if not followed up at state and local levels. **PAGE 58.**

SEVEN DISSENTER ☐ FCC Commissioner Rivera tells Texas broadcasters that proposal to lift multiple ownership rules goes too far. **PAGE 58.**

SOAPY ANSWER ☐ Telepictures and Metromedia announce co-production agreement for prime time access soap opera, *Rituals*. **PAGE 60.**

NPR TROUBLESHOOTER ☐ Ron Bornstein leaves NPR on a much more stable footing than when he found it last May. **PAGE 68.**

MEETING GOALS ☐ Council for Cable Information names board; announces $750,000 fund-raising goal reached. **PAGE 69.**

FIRST FRIEND ☐ Attorney Floyd Abrams is among staunchest courtroom defenders of First Amendment freedoms.

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mar. *City of Angels* is designed for early or late fringe, according to Steve Goldman, vice president and Eastern regional sales manager for Paramount, and is based on the off-camera life and relationships of the star of a late-night talk show host. Eugenie Hunt and Ralph Ellis, the husband/wife team who have worked on such network serials as *Search for Tomorrow*, *As the World Turns* and *The Doctors*, would write the new series, which, according to Goldman, will not be a "firm go" until Paramount has lined up commitments from advertisers for 52-week runs and from stations. The budget for *City of Angels* would be close to that for *Rituals*, at about $250,000 per week.

Insiders at Lorimar confirmed a serial is being discussed there, but would not reveal any details.

In addition to *Rituals*, *City of Angels* and the Lorimar series, there are two nonseria-

World Series scores for ABC-TV

Buoyed by four of the five World Series baseball games, ABC sailed into first place in the prime time ratings for the third week of the new season (ended Oct. 16). CBS, which won the first two weeks of the new season, fell to second place during the third week with 18.0/28 to ABC's 20.2/32. NBC finished in third place with 15.3/24.

ABC was first on five nights—Tuesday, Wednesday, Friday, Saturday and Sunday. CBS took Monday and Thursday nights. The first three games of the Philadelphia Phillies-Baltimore Orioles World Series were among the five top-rated programs of the week, while Sunday's game ranked sixth (although it fell 16 minutes short of running into prime time).

Among the week's other top 10 programs, *Simon & Simon* moved up more than five rating points and six places compared to the week before to rank third with 26.0/39. *AfterMASH* was toppled from its two-week hold on first place and slipped 1.8 rating points to fourth with 24.2/34 (it skidded five points between premiere and second outing). NBC's only top-10 program, its Monday night movie, *Adam*, took seventh place with 23.0/33.

The three networks' combined ratings rose to 53.5, 2.2 rating points above the week before, but only two-tenths of a point ahead of the 53.3 scored in the comparable week in 1982. Combined network share for the week was 84.0, the same as in 1982.

In the evening news races, CBS was first with a 12.1 rating, NBC placed second with 10.6, and ABC showed third with 10.0. In share points, CBS scored 22 while NBC and ABC tied with 20.

The third week, night by night:

As it did the two previous weeks of this season, CBS won Monday night—this time with an average 22.8/34, compared to NBC's average of 18.9/28 and ABC's 17.1/24. CBS started the evening off with *Scarecrow and Mrs. King*, with 22.3/34, followed by *AfterMASH*'s 24.2/34, while the *Country Music Awards* on CBS (22.6/34) outperformed Monday Night Football on ABC (17.2/28), but alternated with NBC's movie, *Adam* (23.0/33). *Boone*, ranked 59th the week before with 10.3/16, rose to 57th with 10.7/16.

Tuesday night went easily to ABC, fueled heavily by the first of the World Series games (27.3/41), while CBS's average of 13.7/20 was dragged down by a weak showing for *Mississippi* (11.5/17) and the made-for-TV movie, *Night Partners* (14.8/22). NBC, which averaged second with 18.2/27, beat out CBS's *Mississippi* with *A Team* (22.1/33) and was able to maintain its edge over CBS the remainder of the evening with *Remington Steele* (18.4/26) and TV's greatest commercials special (14.2/23).

The second game of the World Series (26.8/40) easily gave Wednesday night to ABC with an average 26.4/40. For the runners up, CBS averaged 17.6/27, while NBC averaged 15.3/23. The evening began as a virtual toss-up between CBS and NBC, with the former's *Whiz Kids* and the latter's *Real People* scoring, respectively, 15.7 and 15.6 ratings and tied for shares at 24. A CBS made-for-TV movie, starring *Three's Company*'s John Ritter, pulled an 18.6/28—noticeably better than NBC's lineup of *Facts of Life* (16.8/24), *Family Ties* (16.1/23) and a *Candid Camera* special (13.7/21).

In the only regular-night lineup in the week, other than Saturday night, CBS won Thursday with an average of 22.7/35 compared to ABC's 12.3/19 and NBC's 17.3/27. CBS's fortunes were enhanced by *Magnum P.I.* (22.4/35) which was followed by the highest-rated program of the evening, *Simon & Simon* (26.0/39). The season premiere of *Hill Street Blues* (19.1/31) came in second to *Knot's Landing* (19.8/32).

Game three of the World Series gave ABC Friday night with an average 22.9/39, while the strongest series was CBS's *Dallas* (21.6/35). NBC had two severe disappointments, a special half-hour animated *Coneheads* (7.6/13), which was up against the second half of *Dukes of Hazzard* (17.1/30), and *For Love and Honor* (8.1/14), which was against *Falcon Crest* (19.4/33).

On the strength of regular programing, ABC won Saturday night with an average 17.2/31, while NBC came in second with 12.6/22 and CBS averaged 11.3/20. Back-to-back episodes of *Diff'rent Strokes* (16.3/30) and *Silver Spoons* (16.2/29) led the hour against *T.J. Hooker* (13.9/25) and *Cutter to Houston* (8.8/16). ABC picked up momentum, however, with *Love Boat* (21.4/37) and *Fantasy Island* (16.2/30), while CBS pulled in second for the period with its *Saturday Night Movie* and NBC trailed with *Rousters* (10.2/17) and *Yellow Rose* (11.2/21).

On Sunday, ABC averaged 23.5/40 for the last game of the World Series. In regular programing, *60 Minutes* (21.6/34) was the leader, while *Jeffersons* followed with 19.3/29. NBC's *First Camera* was the lowest-rated show of the week with 7.1/11. Overall, ABC averaged 19.4/30 to CBS's 18.3/28 and NBC's 15.8/24.

Rank	Show	Network	Rating/Share
1.	World Series Game 1	ABC	27.3/41
2.	World Series Game 2	ABC	26.8/40
3.	Simon & Simon	CBS	26.0/39
4.	AfterMASH	CBS	24.2/34
5.	World Series Game 3	ABC	23.9/40
6.	World Series Game 5 (7:00-7:44 PM)	ABC	23.5/40
7.	Adam	NBC	23.0/33
8.	Country Music Awards	CBS	22.6/34
9.	Magnum, P.I.	CBS	22.4/35
10.	Scarecrow and Mrs. King*	CBS	22.3/34
11.	A Team	NBC	22.1/33
12.	Dallas	CBS	21.6/35
13.	60 Minutes	CBS	21.6/34
14.	Love Boat	ABC	21.4/37
15.	Knots Landing	CBS	19.8/32
16.	Falcon Crest	CBS	19.4/33
17.	Jeffersons	CBS	19.3/29
18.	Hill Street Blues**	NBC	19.1/31
19.	High School USA	NBC	18.9/29
20.	Sunset Limousine	CBS	18.6/28
21.	Cheers	NBC	18.6/28
22.	Hardcastle & McCormick	ABC	18.5/28
23.	Remington Steele	NBC	18.4/26
24.	Nighthawks	ABC	18.3/28
25.	Knight Rider	NBC	18.2/27
26.	Goodnight, Beantown	CBS	17.7/27
27.	One Day at a Time	CBS	17.7/26
28.	World Series Pre Game 2	ABC	17.6/30
29.	NFL Monday Night Football	ABC	17.2/28
30.	Dukes of Hazzard	CBS	17.1/30
31.	Trapper John, M.D.	CBS	16.9/29
32.	World Series Pre Game 1	ABC	16.8/28
33.	Facts of Life	NBC	16.8/24
34.	Diff'rent Strokes	NBC	16.3/30
35.	Fantasy Island	ABC	16.2/30
36.	Silver Spoons**	ABC	16.2/29
37.	We Got It Made	NBC	16.1/24
38.	Family Ties	NBC	16.1/23
39.	Alice	CBS	16.0/24
40.	Whiz Kids	CBS	15.7/24
41.	Mama's Family	NBC	15.7/24
42.	Real People	NBC	15.6/24
43.	That's Incredible	ABC	15.4/24
44.	Gimme A Break	NBC	15.2/24
45.	Night Partners	CBS	14.8/22
46.	World Series Pre Game 3	ABC	14.3/28
47.	TV's Greatest Commercials	NBC	14.2/23
48.	20/20	ABC	14.0/23
49.	T.J. Hooker	ABC	13.9/25
50.	Candid Camera Special	NBC	13.7/21
51.	Trackdown	CBS	12.4/22
52.	Trauma Center	ABC	12.3/19
53.	Mississippi	CBS	11.5/17
54.	Yellow Rose	NBC	11.2/21
55.	NFL Post-Game	CBS	11.1/19
56.	9 to 5	ABC	10.9/17
57.	Boone	NBC	10.7/16
58.	Mr. Smith	NBC	10.6/19
59.	Manimal	NBC	10.3/17
60.	Rousters	NBC	10.2/17
61.	It's Not Easy	ABC	10.2/15
62.	Cutter to Houston	CBS	8.8/16
63.	John Glenn Paid Political	CBS	8.3/15
64.	For Love And Honor	NBC	8.1/14
65.	Coneheads	NBC	7.6/13
66.	First Camera	NBC	7.1/11

* New program-premiere episode

** Returning program-premiere episode

change frequency to 90.9 mhz and increase ERP to 18.6 kw. Action Sept. 27.

■ WCSN (94.9 mhz) Tallahassee, Fla.—Granted CP to change TL; change HAAT to 840 ft., and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 22.

■ *WBCX (89.1 mhz) Gainesville, Ga.—Granted CP to change TL; change ERP to 3 kw; change HAAT to 300 ft., and make changes in antenna system. Action Sept. 26.

■ *WECI (89.7 mhz) Richmond, Ind.—Granted CP to change TL; increase ERP to 1 kw; change HAAT to 106 ft., and make changes in antenna system. Action Sept. 27.

■ KFMH (99.7 mhz) Muscatine, Iowa—Granted CP to make changes in antenna system and increase HAAT to 645 ft. Action Sept. 30.

■ *WGVC-FM (88.5 mhz) Allendale, Mich.—Granted CP to change TL; change ERP to .137 kw; change HAAT to 135 ft., and make changes in antenna system. Action Sept. 27.

■ WMQT-FM (107.5 mhz) Hancock, Mich.—Granted CP to make changes in antenna system; change TL; increase ERP to 100 kw; decrease HAAT to 530 ft., and change TPO. Action Sept. 28.

■ *WPCR-FM (91.7 mhz) Plymouth, N.H.—Granted CP to increase ERP to .215 kw and change HAAT to minus 378 ft. Action Sept. 27.

■ *WSKG-FM (89.3 mhz) Binghamton, N.Y.—Granted CP to make changes in antenna system; change TL; decrease ERP to 10.23; increase HAAT to 942 ft., and decrease TPO. Action Sept. 28.

TV action

■ WUSV (ch. 45) Schenectady, N.Y.—Granted application for MP (BPCT-800721KJ) to change ERP to vis. 2940 kw, aur. 294 kw; change TL; change SL, and change HAAT: to 1110 ft. Action Oct. 5.

In contest

FCC actions

■ Manhattan, Kan.—Petition for special relief (Manhattan Cable TV Service), petition for order to show cause (Studio Broadcasting System Division of Highwood Service, Inc. [KTSB(TV)])—Commission granted petition for special relief filed by Manhattan Cable, seeking waiver of network program nonduplication protection request made by Stauffer Communications Inc., owner of WIBW-TV Topeka. Licensee of KTSB [now KSNT] in Topeka also filed petition for order to show cause for Manhattan Cable's alleged failure to provide nonduplication protection as required by commission's rules. A marketwide analysis by commission staff revealed that potential impact resulting from grant of requested waivers would only be 3.16% on KTSB and 2.54% on WIBW-TV. Commission found that neither station attempted to show with specific factual data that its financial condition is such that anticipated losses of revenue would adversely affect the public interest. Commission granted the waivers requested by Manhattan Cable. It denied petition for order to show cause. Memorandum opinion and order adopted Sept. 22. (FCC 83-346).

■ Scottsbluff, Terrytown, Gering and Scotts Bluff County, all Nebraska—Petition for Special Relief (Community Tele-Communications Inc., doing business as Scotts Bluff Cable TV)—Community T-C filed petition for special relief, April 13, 1982, seeking waiver of rules which would require that it honor request made of it by Duhamel Broadcasting Enterprises, licensee of KDUH-TV Scottsbluff, to delete duplicating network programing. KDUH-TV filed petition for initiation of forfeiture proceeding directed against TCI's alleged failure to provide KDUH-TV with nonduplication protection. Commission completed impact study itself in order to serve "interests of administrative dispatch." Commission ordered that if no further opposition is received within 20 days from Oct. 14 release date of the opinion, petition filed by Scotts Bluff Cable TV be granted. Petition of Duhamel Broadcasting Enterprises (KDUH-TV) was denied. Memorandum Opinion and Order adopted Sept. 22 (FCC 83-435).

■ Pentwater, Mich.—Amendment of proposed rule making—Commission proposes to amend FM Table of Assignments with respect to Pentwater: present channel number, none; proposed, 276A. Interested parties may file comments on or before Nov. 25, and reply comments on or before Dec. 12. Copy of the comments should be served on the petitioner: James J. McCluskey, 220½ South Michigan, Big Rapids, Michigan 49307. Notice adopted by chief, policy and rules division, Sept. 28 (MM docket No. 83-1062).

■ Georgia—utility rates for pole attachments (Georgia Power Co. vs.: Columbus Cablevision, Liberty TV Cable Inc., Cablevision of Augusta Inc., Jefferson Cable Television Corp., Alert Cable TV Inc., Wometco Cable TV Inc. and Group W Cable)—Chief, common carrier bureau, ordered Georgia Power to file within 10 days responses to five complaints involving the rates it charges for cable TV attachments to its poles. Memorandum opinion and order adopted Oct. 6.

Legal activities

■ Turner Broadcasting System Inc.—Asked U.S. Court of Appeals, Washington, to review FCC's inaction on Turner's petition for rulemaking (RM-3786) filed Oct. 15, 1980, seeking to delete FCC's cable television "must carry" rules (Case No. 83-2050).

■ National Black Media Coalition—Filed a notice with the U.S. Court of Appeals, Washington, appealing FCC's consenting to the application of PTL of Heritage Village Church and Missionary Fellowship Inc. (FCC 83-380), to assign the license of WJAN(TV), Canton, Ohio, to David Livingstone Missionary Foundation, Inc. (Case No. 83-2062).

Call letters

Applications

Call	*Sought by*
	New AM's
KAAN	Jerrell A. Shepherd, New Hampton, Mo.
KSPO	Melinda Boucher Read, Dishman, Wash.
	New FM's
*KSBC	Central Arkansas Christian Broadcasting Inc., Hot Springs, Ark.
KEKB	Jan-Di Broadcasting Inc., Fruita, Colo.
*KPRN	Western Colorado Public Radio Inc., Grand Junction, Colo.
WGCY	John R. Noble, Gibson City, Ill.
KRRZ	Red River Broadcasting Corp., Fargo, N.D.
KNLR	Terry A. Cowan, Bend, Ore.
	New TV
KMJD-TV	Pine Bluff Broadcasting Inc., Pine Bluff, Ark.
WETG	Arch Communications Corp., Hartford, Conn.
WMSN-TV	Center City Broadcasting Inc., Madison, Wis.
	Existing AM's
WZOR	WKEM Immokale, Fla.
WXMS	WDAT Ormond Beach, Fla.
WQXM	WIZY Gordon, Ga.
KDLP	KQKI Bayou Vista, La.
WQUE	WGSO New Orleans
KTLK	KWAZ Lubbock, Tex.
KMXO	KMIO Merkel, Tex.
	Existing FM's
KVUU	KYNR Pueblo, Colo.
WQXM-FM	WIZY-FM Gordon, Ga.
KAKZ-FM	KYMG Derby, Kan.
WHFS	WLOM Annapolis, Md.
WMRX-FM	WGEO-FM Beaverton, Mich.
WLTE	WCCO-FM Minneapolis
WXKZ	WWNH-FM Rochester, N.H.
WHWK	WQYT Binghamton, N.Y.
WPGO	WAEM Shallotte, N.C.
*WSSB-FM	*WIMC-FM Orangeburg, S.C.
KKDQ	KGFX-FM Pierre, S.D.
KGAR	KTXI Mercedes, Tex.
KZXL-FM	KIKM-FM Sherman, Tex.
KUUT	KABE Orem, Utah
	Existing TV
WKRN-TV	WNGE Nashville

Summary of broadcasting
as of July 31, 1983

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	206	7,636
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	*Assigned to*
	New AM's
WGRR	Mobile Broadcast Service Inc., Prichard, Ala.
WNJR	Sound Radio Inc., Newark, N.J.
WKQW	Stephen M. Olszowka, Oil City, Pa.
	New FM's
KLOI	R&L Broadcasters, Grover City, Cal.
KHCR	Hamakua Broadcasting, Paauilo, Hawaii
WLKZ	The Fifth Estate Inc., Wolfeboro, N.H.
KDAK-FM	Carrington Broadcasting Inc., Carrington, N.D.
KSLT	Black Hills Christian Communications Inc., Spearfish, S.D.
WLLX	Prospect Communications, Minor Hill, Tenn.
WJKC	Radio 95 Inc., Christiansted, St. Croix, Virgin Islands
	New TV's
WCAJ	Celtic Media Inc., Birmingham, Ala.
KTAJ	St. Joseph Family Television Ltd., St. Joseph, Mo.
	Existing AM's
KPQP	KCNN San Diego
KJCY	KFLI Mountain Home, Idaho
WVLC	WKZE Orleans, Mass.
WSKQ	WVNJ Newark, N.J.
WPXY	WPXN Rochester, N.Y.
WXPX	WWKC West Hazleton, Pa.
KSSA	KFJZ Ft. Worth
KBBL	KKAM Lubbock, Tex.
WQBE	WKAZ Charleston, W.Va.
	Existing FM's
KZAM	KRNN San Francisco
WKPE	WKZE-FM Orleans, Mass.
WKLH	WCXK St. Johns, Mich.
KAAN-FM	KAAN Bethany, Mo.
WPXY-FM	WPXY Rochester, N.Y.
WEYQ	WMOA-FM Marietta, Ohio
WQKT	WWST-FM Wooster, Ohio
WCNM	WBPZ-FM Lock Haven, Pa.
WQBE-FM	WQBE Charleston, W.Va.
	Existing TV's
KBGT-TV	KCNA-TV Albion, Neb.
KOBF	KIVA-TV Farmington, N.M.

11/1/83
C1750-1

The Fifth Estate

Broadcasting Oct 31

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7 Day Average	#1	#1	#1	#1	#1	NIELSEN DMA
5 Day Average	#1	#1	#1	#1	#1	ARBITRON ADI
7 Day Average	#1	#1	#1	#1	#1	ARBITRON ADI

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Vol. 105 No. 18

Broadcasting⁄⁄Oct 31

Senate votes to stop FCC action on fin-syn for six months □ Networks battle administration over Grenada coverage □ At Large with Eddie Fritts

WAR CLOSED □ Reagan administration keeps press in dark and delays journalistic access to fighting in Grenada. **PAGE 27.**

DYING LIGHT □ Satellite News Channel goes through its 18-minute cycle for last time. **PAGE 30.**

BIRD LINEUP □ Hughes announces companies that have secured time on Galaxy satellite. **PAGE 31.**

DELOREAN TAPES □ CBS and its Los Angeles affiliate broadcast FBI tapes of John DeLorean; judge delays start of trial. **PAGE 32.**

HOLLYWOOD VICTORY □ Senate action on fin-syn would delay any action by FCC for six months. **PAGE 33.**

THE WINNER IS... □ National Public Radio selects Doug Bennet as new president. **PAGE 34.**

SOLDIERING ON □ In "At Large" interview, Eddie Fritts, president of the NAB, takes a look at his sometimes troublesome first year at the association's helm. **PAGE 43.**

ROYALTY REVIEW □ Appeals court affirms CRT distribution for 1979 fees, although it sends back some portions of the decision to the tribunal for reconsideration. **PAGE 54.**

MMDS FILINGS □ FCC announces who applied for what in MMDS scramble. **PAGE 55.**

RECONCILIATION □ State and Commerce departments reach agreement over role each will play in international telecommunications policy-making. **PAGE 56.**

DINGELL REBUKE □ Michigan Democrat sends strongly worded letter to FTC's Miller over commission's new deception rule. **PAGE 59.**

KSN DECISION □ Appeals court sides with FCC in sale of cable systems in Kansas State Network case. **PAGE 59.**

MONEY MATTERS □ Syndication prices for *M*A*S*H* cause dispute between some television stations and syndicator 20th Century-Fox. **PAGE 61.**

PROGRAM OVERHAUL □ *Break Away* undergoes changes in effort to boost ratings. **PAGE 61.**

BRITISH VERSION □ London group unveils new audience measurement device with trial run set for Atlanta. **PAGE 63.**

ON THE SHORE □ Growing Atlantic Cable Show readies for 2,500+ attendees. **PAGE 64.**

ENGINEERING GATHERING □ Highlights of SMPTE's 125th conference include component television and HDTV. **PAGE 67.**

ASSOCIATION BIRTH □ Direct Broadcast Satellite Association holds its first meeting, and extends the call for membership. **PAGE 72.**

L.A. SHOOTING □ Local anchor is wounded in attack outside studios of KABC-TV. **PAGE 74.**

RISING TO THE TOP □ RKO Television President Pat Servodidio has parlayed his sales experience into a broader understanding of, and responsibility / for, station management. **PAGE 95.**

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Owens no longer appears on camera. Viewers identify Owens too strongly with his role in the syndicated revival of *Laugh-In*, said Bennett, and as a result, could not take him seriously on *Break Away*. Entertainer Peggy Cass, also a victim of negative viewer response, has been phased out of the show completely.

A number of other, more subtle changes in the program's format are likely to come, said Bennett, including changes in the length of some segments. Those changes will not in-

CBS regains winning form

CBS-TV triumphed with a full, two-point ratings lead over second-ranked ABC-TV in the fourth week of the new season prime time ratings race, a week in which normal schedules prevailed once again after two weeks disrupted by major league baseball playoffs and the World Series. According to A.C. Nielsen's National Television Index, CBS averaged an 18 rating/28.3 share for the week, compared with a 16/26.7 for ABC and a 15.8/24.9 for NBC-TV. It was NBC's second-highest rated week this season, behind week two, when baseball playoff games helped it to an average 16/26.

CBS won Thursday, Friday and Sunday. ABC won Wednesday and Saturday decisively and nosed past a challenge from NBC, which was one-tenth of a rating point behind, on Monday. NBC took Tuesday.

Five of the top 10 programs were CBS's, including the highest-rated *Simon & Simon*, 26.6/40, which increased its average over the past three weeks, rising from ninth place to third to first. *NBC Monday Night Movie*, the made-for-TV, *Policewoman Centerfold*, (23.6/35), ranked seventh for the week, overpowering ABC's *Monday Night Football*, a game between the Washington Redskins and the Green Bay Packers (20.4/35) and CBS's *AfterMASH* (19.5/28).

Combined, the three networks averaged a 49.8/79.9, down from week four last year (51.9/83.5) which included games six and seven of the World Series but only slightly under last year's week five (48.7/80) when normal programing resumed.

In the evening news, CBS rose to a 12.7/24, from an average the week before of 12.1/22. NBC stayed exactly the same at 10.6/20 and ABC slipped slightly, from a 10/20 to a 9.7/18.

On Monday, the first CBS has lost this season, ABC averaged a 19.7/29.7 to NBC's 19.6/29.5. Competition between football on ABC and *Centerfold* on NBC deflated ratings for CBS's *Emerald Point, N.A.S.* (12.7/20) as well as *AfterMASH*, but CBS won the 8-9 p.m. slot with *Scarecrow and Mrs. King* (20.4/31), which trounced ABC's *That's Incredible* (16.6/26) and NBC's *Boone* (11.6/18).

On Tuesday, CBS's made-for-TV movie, *China Rose*, starring George C. Scott and Ali McGraw (16.6/27), finished behind NBC's *Remington Steele* (19.4/30) and ABC's *Three's Company* (18.7/29), but ahead of ABC's *Oh Madeline!* (15.7/24) and *Hart to Hart* (15.2/26), and NBC's rerun of a series pilot, *Bunco* (14.6/25). NBC's *A Team* (24.9/38) dominated the 8-9 p.m. slot, overwhelming CBS's *Mississippi* (14.4/22) and ABC's *Just Our Luck* (12.4/19) and *Happy Days* (12.8/19).

ABC's lineup of *Fall Guy* (23/36), *Dynasty* (25/40) and *Hotel* (21.4/41) continued to dominate Wednesday, giving the network an average 23.8/38.3 to NBC's 15.2/24.6 and CBS's 10/15.8. CBS's three-hour broadcast of the feature film, *S.O.B.* (9.9/16) was the night's lowest-rated program, followed by a variety special, *I Love Men* (10.6/20), on NBC.

Thursday was not only CBS's highest-rated night of the week, but also one in which the network won every time period, including 10-11 p.m., when *Knot's Landing* (20.4/33) edged past NBC's usually-winning *Hill Street Blues* (20.1/33). ABC's now-canceled pair of comedies, *9 to 5* (9.9/15) and *It's Not Easy* (9/14), were the night's lowest-rated shows, while ABC's *Trauma Center* (10.8/16) fared little better, losing to CBS's *Magnum P.I.* (25.3/39) and NBC's pair, *Gimme A Break* (16/25) and *Mama's Family* (15.9/24).

NBC's Friday-night lineup of all new series gave the network its lowest rated night so far this season (9.7/16.2), with the premiere episode of *Jennifer Slept Here* (12.2/20), NBC's highest-rated show for the night, and for its serial, *For Love and Honor* (7.6/13), its lowest. ABC's *Benson* (15.8/27) and *Webster* (16/26) finished just behind CBS's *Dukes of Hazzard* (16.8/28), but the second-place network's *Lottery* (12.5/20) and *Matt Houston* (13.8/24) made no inroads against CBS's *Dallas* (25.3/41) and *Falcon Crest* (22.2/39).

A Caribbean Mystery, a CBS made-for-TV movie based on an Agatha Christie novel and starring Helen Hayes (18.1/31), finished behind ABC's *Love Boat* (19.4/33) but ahead of its *Fantasy Island* (16.2/29) on Saturday. A poor lead-in from CBS's now-canceled *Cutter to Houston* (8.3/14), left that network with an average 14.8/25.3 for the night, compared with ABC's 17.7/30.7. NBC's *Rousters* (7.7/13) and *Yellow Rose* (8.4/15) contributed to an overall 10.8/18.6 for that network Saturday.

CBS finished with a two-point lead on Sunday, despite competition from a prime time NFL football game between two of the season's strongest teams, the Los Angeles Raiders and the Dallas Cowboys (20.7/36) on ABC. The game won its time period, outperforming NBC's made-for-TV movie, *Women of San Quentin* (19.7/29) and series on CBS. NBC's *Knight Rider* (18/26) surpassed ABC's *Hardcastle & McCormick* (16/24), while CBS's *Alice* (18/26) lost 11 share points from its lead-in, *60 Minutes* (23.8/37). NBC's *First Camera* (8.2/12) moved from the bottom of the ratings pile for the first time this week, moving up to third from last.

CBS had half of the week's top 30 programs; ABC had eight and NBC seven. Of 22 new programs on all three networks, ABC had five of the top 10, CBS had four and NBC, one. Season-to-date ratings for ABC's eight new programs averaged 17.1/28; those for CBS's five new shows averaged 17.1/27 and those for NBC's nine, averaged 10.3/17. Season-to-date ratings for the networks overall put CBS slightly ahead with 18/28, followed by ABC (17.9/29) and NBC (15.5/25). ☐

Rank	Show	Network	Rating/Share
1.	Simon & Simon	CBS	26.6/40
2.	Dallas	CBS	25.3/41
3.	Magnum, P.I.	CBS	25.3/39
4.	Dynasty	ABC	25.0/40
5.	A Team	NBC	24.9/38
6.	60 Minutes	CBS	23.8/37
7.	Policewoman Centerfold	NBC	23.6/35
8.	Fall Guy	ABC	23.0/36
9.	Falcon Crest	CBS	22.2/39
10.	Hotel	ABC	21.4/41
11.	ABC NFL Football Special	ABC	20.7/36
12.	NFL Monday Night Football	ABC	20.4/35
13.	Knots Landing	CBS	20.4/33
14.	Scarecrow and Mrs. King	CBS	20.4/31
15.	Hill Street Blues	NBC	20.1/33
16.	Women of San Quentin	NBC	19.7/29
17.	AfterMASH	CBS	19.5/28
18.	Love Boat	ABC	19.4/33
19.	Remington Steele	NBC	19.4/30
20.	Jeffersons	CBS	19.4/27
21.	Trapper John, M.D.	CBS	19.3/29
22.	Three's Company	ABC	18.7/29
23.	Goodnight, Beantown	CBS	18.2/26
24.	A Caribbean Mystery	CBS	18.1/31
25.	Alice	CBS	18.0/26
26.	Knight Rider	NBC	18.0/26
27.	One Day at a Time	CBS	17.9/25
28.	T.J. Hooker	ABC	17.5/30
29.	Cheers	NBC	17.4/26
30.	Newhart**	CBS	17.1/25
31.	Dukes of Hazzard	CBS	16.8/28
32.	China Rose	ABC	16.6/27
33.	That's Incredible	ABC	16.6/26
34.	Diff'rent Strokes	NBC	16.5/28
35.	Real People	NBC	16.4/26
36.	Fantasy Island	ABC	16.2/29
37.	Family Ties	NBC	16.2/26
38.	Facts of Life	NBC	16.1/25
39.	Webster	ABC	16.0/26
40.	Gimme A Break	NBC	16.0/25
41.	Hardcastle & McCormick	ABC	16.0/24
42.	Silver Spoons	ABC	15.9/27
43.	Mama's Family	NBC	15.9/24
43.	We Got It Made	NBC	15.9/24
45.	Benson	ABC	15.8/27
46.	Oh Madeline!	ABC	15.7/24
47.	Hart to Hart	ABC	15.2/26
48.	Bunco	NBC	14.6/25
49.	Mississippi	CBS	14.4/22
50.	Matt Houston	ABC	13.8/24
51.	Happy Days	ABC	12.8/19
52.	Emerald Point N.A.S.	CBS	12.7/20
53.	Lottery	ABC	12.5/20
54.	20/20	ABC	12.4/20
55.	Just Our Luck	ABC	12.4/19
56.	Jennifer Slept Here*	NBC	12.2/20
57.	Ripley's Believe It Or Not	ABC	11.9/20
58.	Boone	NBC	11.6/18
59.	Mr. Smith	NBC	10.9/19
60.	Trauma Center	ABC	10.8/16
61.	I Love Men	NBC	10.6/20
62.	S.O.B.	CBS	9.9/16
62.	Manimal	NBC	9.9/16
64.	9 to 5	ABC	9.9/15
65.	It's Not Easy	ABC	9.0/14
66.	Yellow Rose	NBC	8.4/15
67.	Cutter to Houston	CBS	8.3/14
68.	First Camera	NBC	8.2/12
69.	Rousters	NBC	7.7/13
70.	For Love And Honor	NBC	7.6/13

* New program-premiere episode

** Returning program-premiere episode

TV actions

■ KHAI-TV (ch. 20) Honolulu,—Granted MP to change ERP to 630 kw vis., 631 kw aur.; HAAT: 120 ft., and change TL (BPCT-790309LC, as modified). Action Oct. 7.

■ WRSP-TV (ch. 55) Springfield, Ill.—Granted MP to change ERP to 2,115 kw vis., 211.5 kw aur.; change HAAT to 1203.2 ft., and change TL (BPCT-820127KN). Action Oct. 7.

■ WAQP (ch. 49) Saginaw, Mich.—Granted MP to change TL (BPCT-800910KF, as modified). Action Oct. 7.

In Contest

Actions

■ Commission denied petition for further reconsideration of report and order in LPTV proceeding filed by the National Association of Public Television Stations. NAPTS sought reinstatement of a priority for rebroadcasts of noncommercial educational programing via translator on vacant channels reserved for full service noncommercial broadcasters. Action by memorandum opinion and order (FCC 83-486) Oct. 19. Commissioner Dawson not participating.

■ Commission, acting on its own motions, proposes to modify multiple ownership rules—Amendment of Sections 73.35, 73.240, and 73.636 of the Commission's rules—commonly known as the "seven station rule." General Docket No. 83-1009. Adopted Sept. 22.

■ Third notice of proposed rulemaking—amendment of commission's rules to allow selection from among certain competing applications using random selection or lotteries instead of comparative hearings. Commission recommends consideration of inclusion of women as group entitled to benefit of preferences. Gen. Docket No. 81-768 Adopted Setp. 22.

■ Fort Valley, Ga.—petition for reconsideration (Valley Cable TV Inc.)—Chief, Mass Media Bureau, ordered Valley Cable, operator of cable TV system serving Peach County, Ga., to forfeit $3,000 for willful or repeated violation of the rules, for failure to carry WGXA(TV) Macon, Ga., on its cable system. Petition of Valley Cable denied by chief, Mass Media Bureau. Memorandum opinion and order adopted Oct. 7.

■ Breckenridge Hills Village, Mo.—petition for special relief (Continental Cablevision of St. Louis County Inc.)—Continental sought waiver of Section 76.31 of commission's rules to allow franchise payment to the Village of Breckenridge Hills of 5% of gross revenues—3% is allowed by commission rules. Petition denied by chief, video services division. Memorandum opinion and order adopted Oct. 7.

■ Columbus, Ohio—concerning political broadcasting (re: WCMH-TV Columbus)—Complaint was filed by Charles O. Ross, who states he is a candidate for mayor of Columbus, and who alleges that WCMH is airing a debate between two of his opponents and not allowing him "equal opportunities." Debate was sponsored by the League of Women Voters. Chief, fairness/political programing branch, enforcement division, supported station and took no action. Staff ruling adopted Oct. 14.

■ Arlington, Va.—petition to deny application for assignment of license (Committee to save WEAM)—Committee claimed format change and commission rules on multiple ownership as grounds for denial of application (BAL-830527FI). Chief, audio services division, Mass Media Bureau, denied petition. Reply (8910-KK) dated Oct. 18.

Competing applications

■ San Francisco—mutually exclusive applications (West Coast United Broadcasting Co., Together Media Ministries and LDA Communications Inc.)—ALJ Edward J. Kuhlmann granted application of West Coast United for CP for ch. 38. Renewal application of previous licensee, Faith Center Inc., was dismissed last March 22 (BROADCASTING, March 28). Initial decision issued Oct. 7 (BC dockets 82-339-442).

■ Eagle, Colo.—Applications for CP for a new FM station (High Country Broadcasting, Eagle Broadcasters, Castle Peak Communications, Discovery Broadcasting)—Review Board approved a joint request for approval of settlement agreements between three of applicants—Castle Peak withdrew from hearing and its application was subsequently dismissed. Approval granted by memorandum opinion and order on Oct. 11 (BPH-810212AA, 810507AF, 810819AG, 810819AK).

■ Orange Park, Fla.—mutually exclusive applications (Clay Television Inc., and Orange Park Florida T.V. Inc.)—Proceeding before Review Board involved applications for authority to construct new commercial UHF on channel 25 in Orange Park. Board granted petitions for leave to amend filed by Orange Park T.V. Inc. and accepted amendments. Application for CP of Orange Park was denied (BPCT-801229KK); that of Clay Television Inc. was granted. (BPCT-801010KE).

■ Menominee, Mich.—action in docket case—Commission granted application of CJL Broadcasting Inc. for a new FM on ch. 292 (106.3 mhz) and denied competing application of Men-Mar Broadcasting Corp. Action reversed a Review Board decision issued in December 1981. (BC 80-323-24) Issues were demerit applied for program duplication and preference given for diversification. (FCC 83-490) Action of Oct. 19. Commissioner Quello absent.

■ Mount Vernon, Wash.—petition seeking reconsideration (Valley Broadcasters Inc.)—Sought sustaining of ALJ's ruling, previously reversed by Review Board (FCC 83R-69), denying petition for leave to amend of Northwest Indian Women Broadcasters Inc., and dismissing its application in proceeding. Review Board dismissed Valley's petition. Adopted Oct. 19.

■ Gilston and Fairmont, W.Va.—petition to deny application (Margaret J. Hanway and The Gilcom Corp. of West Va.)—Hanway had filed petition to deny Gilcom's application. W. Jan Gay, assistant chief, audio services division, Mass Media Bureau, denied Hanway petition. Adopted Sept. 30.

Legal Activities

■ WHW Enterprises Inc.—Filed a notice with the U.S. Court of Appeals, Washington, appealing the FCC's order (FCC 83-368), denying WHW review of a review board decision granting the application of Radio Portage Inc. for a new FM station at Portage, Mich., and denying three competing applications (Case No. 83-2067).

Allocations

Applications

■ Garberville, Calif.—Daniel J. Healy seeks to substitute Class C FM ch. 284 for ch. 261A, and to modify license to specify operation on Class C channel. Deadlines: Comments due Dec. 5; reply comments, Dec. 20. Address of petitioner's counsel: John P. Bankson Jr. at 888 16th St., N.W., Washington 20006. (MM 83-1123) Adopted Oct. 6.

■ Merced, Calif.—Stephen J. Mewhort requests assignment of ch. 51; community's first TV allocation. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box 843, Clovis, Calif. 93612. (MM 83-1119) Adopted Oct. 6.

■ Mount Bullion, Calif.—Eric R. Hilding proposes assignment of Class B FM ch. 260; community's first FM service. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box 1300 Freedom, Calif. 95019 (MM 83-1125) Adopted Oct. 6.

■ Silverton, Colo.—Longhorn Communications Inc. seeks to substitute class C FM channel 279 for channel 280A, and to modify its license to specify operation on the Class C channel. Commission will also consider comments on the proposal to assign Class C ch. 297 to Silverton. Comments due Dec. 5; reply comments, Dec. 20. Address: Theresa S. Kessler, 1911 Main Avenue, suite 254, Durango, Colo. 81301. (MM 83-1131) Adopted Oct. 6.

■ Clermont, Fla.—H. James Sharp requests assignment of TV ch. 68; community's first TV broadcast service. Comments due Dec. 2; reply comments, Dec. 19. Address of petitioner's counsel: James A. Koerner at 2033 M St., N.W., Suite 203 Washington 20036. (MM 83-1115) Adopted Oct. 6.

■ Naples, Fla.—Meycom Inc. requests assignment of TV ch. 46; community's second commercial television service—current assignment is ch. 26. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box 478, Marco Island, Fla. 33937. (MM 83-1118) Adopted Oct. 6.

■ Palatka, Fla.—Pentecostal Revival Association Inc. proposes dereservation of noncommercial educational TV ch. 42, and substituion of ch. 63 in lieu thereof as community's first commercial television assignment. Chief, policy and rules division, said "we do not think that the public interest would be served by deleting the educational reservation on ch. 42," but will propose ch. 63 as additional channel. Comments due Dec. 5, reply comments, Dec. 20. Address: Reverend Dolly M. Harrell, president, Rt. 4, Box 1506, Palatka, Fla. 32077.

■ Sebring, Fla.—Focus Broadcast Communications Inc. requests assignment of TV ch. 60; community's first commercial TV allocation. Currently, Sebring is assigned noncommercial educational ch. 48, which is unoccupied. Comments due Dec. 2; reply comments, Dec. 19. Address: David W. Eakins, president, 129 South Commerce St., Sebring, Fla. 33870. (MM 83-1117) Adopted Oct. 6.

■ Venice, Fla.—Holiday Group Inc. seeks assignment of TV ch. 46; community's first TV assignment. Comments due Dec. 5., reply comments, Dec. 20. Address: c/o Colby M. May; May, Dunne & Gay; 1156 15th St., N.W., Washington, D.C. 20005. Adopted Oct 6.

■ Ft. Dodge and Hampton, Iowa—Harold A. Jahnke requests reassignment of TV ch. 50 from Ft. Dodge, Iowa; first TV allocation to Hampton. Channel 50 has been vacant and unapplied for at Ft. Dodge since June 1981. Comments due Dec. 5, reply comments, Dec. 20. Address: 421 Central Avenue E., Hampton, Iowa 50441. (MM 83-1120) Adopted Oct. 6.

■ Murray, Ky.—Stanley G. Emert requested assignment of TV ch. 38; community's first local commercial TV broadcast service. Comments due Dec. 5, reply comments, Dec. 20. Address of petitioner's consultant: Edward M. Johnson, One Regency Square, Suite 450, Knoxville, Tenn., 37915. (MM 83-1122) Adopted Oct. 6.

■ Somerset, Ky.—Cumberland Communications Inc. seeks assignment of FM ch. 272A; community's second FM channel. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box B, Somerset, Ky. 42501. (MM 83-1133) Adopted Oct. 6.

■ Truro, Mass.—John T. Galanses requests assignment of FM ch. 272A; first FM service for community. Petitioner has also requested assignment for Strasburg, Va. (see below). Comments due Dec. 5, reply comments, Dec. 20. Address: 205 Casa Solana, Key West, Fla. 33040. (MM 83-1126) Adopted Oct. 6.

■ Norway, Mich.—Robert A. Sherman seeks assignment of ch. 232A; community's first FM channel. Canadian concurrence in proposed assignment must be obtained. Comments due Dec. 5; reply comments Dec. 20. Address: 1039 Division, Port Huron, Mich. 48060. (MM 83-1134) Adopted Oct. 6.

■ Marion, Miss.—Larry G. Fuss, Sr. proposes assignment of ch. 276A; community's first local FM service. Comments dues Dec. 5; reply comments, Dec. 20. Address: 331 Belliford Court, Mars, Pa. 16046 (MM 83-1132). Adopted Oct. 6.

■ Cullowhee, N.C.—Greg Ryder requests assignment of TV ch. 31.; community's first local TV service. Comments due Dec. 5; reply comments, Dec. 20. Address: P.O. Box 172, Cullowhee, N.C. (MM-83-1135) Adopted Oct. 6.

■ Jamestown, Tenn.—Jamestown Broadcasting Co. seeks assignment of ch. 276A; community's second FM assignment. Comments due Dec. 5; reply comments, Dec. 20. Address: c/o Barbara R. Feeherry, Tierney and Swift, Law Offices, 1925 K St., N.W., Suite 300, Washington, D.C. 20006. (MM 83-1129) Adopted Oct. 6.

Summary of broadcasting
as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.